

JAN -5 1925

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✓PETER PAN ✓

Photoplay in ten reels

✕ From the novel by Sir James M. Barrie ✕

Directed by Herbert Brenon

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

Washington, D. C.

Register of Copyrights
Washington, D. C.

JAN -5 1925

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

Peter Pan - 10 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Peter Pan	1-5-25	©CLL 20980

The return of the above copies was requested by the said
Company, by its agent and attorney on the 5th day of
Jan. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
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the receipt thereof.

JAN -6 1925

Fulton Brylawski

Jan. 6 - 2 30

JAN -5 1925

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present
J. M. BARRIE'S
"PETER PAN"
A HERBERT BRENON Production
Assisted by Roy Pomeroy
Screen play by Willis Goldbeck
A Paramount Picture

PURPOSE: To Help You Sell the Picture to the

"PETER PAN", J. M. BARRIE'S IMMORTAL A BIG FAMOUS FORTY-PARAMOUNT PRODUCED BY HERBERT BRENON WITH

©CIL 20980

Film Facts in Brief

Author

J. M. BARRIE, writer of "Sentimental Tommy," "The Little Minister" and a score of other classics.

Producer

Herbert Brenon, who made "The Spanish Dancer," "The Side Show of Life," etc.—a master of fantasy. "Peter Pan" is his greatest screen achievement.

Technical Director

Roy Pomeroy, the movie magician. He makes you disbelieve your eyes. He saved the Israelites in "The Ten Commandments" by opening the Red Sea for them and then closing it again on the Egyptian hordes. There's a real treat in store for fans in "Peter Pan."

Scenarist

Willis Goldbeck, who traveled to England with Brenon, the director, for an interview with Barrie before beginning production work. Goldbeck wrote the screen play, "Open All Night" and has any number of other scenarios and original stories to his credit.

Featured Players

Betty Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire, Anna May Wong.

Tons of ink and acres of newspaper space have already been devoted to the selection of Miss Bronson by Barrie for the leading role. Torrence, who plays the role of the ferocious pirate, Captain Hook, has a part which gives him a greater opportunity for a fine characterization than even his now internationally-famous role of the scout, Jackson, in "The Covered Wagon." The others in the cast are all true to type.

Type of Story

A modern fairy story in which the characters are every-day people who are mixed up with the delightful fairies they believed in in their youth. The story of a boy who wouldn't grow up and who, because his mother told him that some day he would grow up and be president, ran away from home the day he was born. A most pleasing fantasy by a literary master.

Appeal

Not a child in America will miss "Peter Pan" and mother and daddy will come along. Mothers, especially, will love the production because of the clean picture of mother-love which it gives—nothing sloppily sentimental, just the idealization of what one remembers of one's mother when first one became conscious that one had a mother.

Cameraman

James Howe, who has been photographing Brenon productions for so long that one scarcely ever hears of one without mention of the other. Jimmy Howe is the only Chinese photographer in the motion picture industry—and one of the cleverest little lens artists in the business.

Support

Esther Ralston, George Ali, Mary Brian, Philippe de Lacey and Jack Murphy, the last three named a trio of the cutest and cleverest children you've ever seen on the screen, are all well cast.

Highlights in the Picture

Beauty is one of the outstanding characteristics of "Peter Pan." The groupings, the sets, the costumes, the lighting effects, the unusual pictorial results, set a new mark in screen accomplishments.

Virginia Brown Faire, as "Tinker Bell," a little five inch fairy, appears on the screen while other people of normal size are there. This is one of the effects achieved by Pomeroy.

The capture of the inhabitants of the underground home following a great battle between the Indians and the pirates is a moment of suspense for grown-ups and one of deep dejection for the younger people in the audience. The pursuit by Peter and his schemes for the safety of his comrades, ending in the gorgeous spectacle of a battle between cutlass-wielding boys and flabbergasted pirates, is one of the most entertaining, not to say gripping sequences ever put into a motion picture.

THE most charming of all classics on the screen. In fact, it is one of the greatest pictures ever run—on the screen. It is one of the greatest pictures ever run—on the screen.

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You'll be proud to show "Peter Pan" to your patron.

Roy Pomeroy, the man who opened the Red Sea for assisted Herbert Brenon on this production and has seen effects. Many of the things which were just hinted at on out in elaborate form for the screen.



Come fly away with Peter Pan to the Never, Never Land.

To pirates and Indians and golden adventures.

A joyous wonder-picture you'll never forget.

PARAMOUNT

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J. M. BARRIE'S

"PETER PAN"

A HERBERT BRENON Production

Assisted by Roy Pomeroy

Screen play by Willis Goldbeck

A Paramount Picture

POSE: To Help You Sell the Picture to the Public.

BARRIE'S IMMORTAL MASTERPIECE, PARAMOUNT SUPER-SPECIAL, PRO- DUCTION BY HERBERT BRENON WITH A FINE ALL-STAR CAST

of all classics on the screen at last!
On the screen is a guarantee of immortality
test picture of J. M. Barrie's "Peter Pan."
ever run—one of the greatest ever made,
show "Peter Pan"
man who opened the door to your patrons.
on this production of the Red Sea for "The Ten Commandments,"
things which were just on the stage have been carried
for the screen.

Modern Fairy Story of a Boy Who Wouldn't Grow Up

Betty Bronson, Ernest Torrence, Cyril Chadwick,
Virginia Brown Faire and Anna May Wong
Featured in Principal Roles

J. M. BARRIE has been for a quarter of a century one of the best-loved and most widely-read literary men in the world.—and his greatest work, by far, is "Peter Pan" which Herbert Brenon produced for Paramount with Betty Bronson in the title role, Ernest Torrence playing Captain Hook, Mary Brian in the role of Wendy and an ideal cast of players in support.

Herbert Brenon first won screen fame as the producer of the screen's first two fantasies, so he was the logical choice to direct Barrie's masterpiece. Willis Goldbeck made the adaptation.

The story is one of a boy who wouldn't grow up—a story of happiness, of youthful romance, of imagination and love. It is primarily a fairy story, but it is a fairy story such as a child might conceive it and it is all mixed up with the best of an every-day middle class home.

What child would not be thrilled to have a bright boy of twelve or so come through the nursery window at night and tell him stories of the Never Never Land. And what child would not be joyous at the prospect of being taught to fly and carried away to that beautiful fairy land, the land of our childish dreams, the place where everything is wonderful.

In "Peter Pan," fans can let themselves go with joyous abandon and revel in fairies and Indians, pirates and all the charming crew of colorful characters of their youth.

"Peter Pan" is filled with drama. It is drama of the kind which has the quality of eeriness, a touch of the supernatural. It takes one out of a worldly frame of mind, makes him a child again and entertains as nothing has ever entertained before.

Betty Bronson, selected by Barrie himself to play Peter Pan, is truly a new star. She is boyish charm, grace and joy personified. You're going to hear more of her later.

ADOLPH ZUKOR & JESSE L. LASKY PRESENT

James M. Barrie's

PETER PAN

HERBERT
BRENON
Production

ASSISTED BY
ROY POMEROY

Adapted by
WILLIS GOLDBECK

A Paramount Picture

Cast

Peter Pan.....	Betty Bronson
Captain Hook.....	Ernest Torrence
Mr. Darling.....	Cyril Chadwick
Tinker Bell.....	Virginia Brown Faire
Tiger Lily.....	Anna May Wong
Mrs. Darling.....	Esther Ralston
Nana (the dog).....	George Ali
Wendy.....	Mary Brian
Michael.....	Philippe de Lacey
John.....	Jack Murphy

Synopsis

THE story opens in the Darling nursery. Nana, the dog nurse, takes care of the three children, Wendy, John and Michael. The dog incurs the anger of Mr. Darling and is banished to the yard. Mrs. Darling tries to change her husband's mind by telling him of a mysterious boy whom she has seen in the room and who made her nervous concerning the safety of the children. Mr. Darling laughs

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"Peter Pan"

Who Is He? What Does He Look Like?

Who Is "Peter Pan"?

Peter Pan himself is a creature of Greek mythology, son of Hermes and a daughter of Dryops, the "oak man." Pan was born with horns, a goat's beard, cloven feet and a tail. His body was covered with hair and when his mother saw him, she ran away. The young Pan was taken to Olympus where he became a favorite of the gods.

It is from this ancient mythological character that J. M. Barrie drew the general characteristics for his delightful "Peter Pan." J. M. Barrie's Peter had no goat marks but otherwise he was very much like his Greek ancestor. He was a creature of the woods and the open, care-free, a lover of music and devoted to the cult of having a good time.

"Peter Pan," like Pan of old, hunted, fished and danced with the nymphs. Like his Greek forebear, the pine and oak are sacred to his use.

What does Peter Pan look like?

Rather, what is the appearance of the girl who was selected by James M. Barrie from more than a hundred candidates to portray the immortal Peter Pan on the screen?

She is an elfin sort of creature.

She is just 17 years old.

She is an even five feet tall.

She causes the crossarm on the scales to tremble at exactly one-hundred pounds.

She has wavy brown hair and blue eyes.

Faintly, across the bridge of her nose, which is just the least bit tip tilted, are a few freckles.

Her chin is rounded and her cheeks are pink.

She smiles easily and often, showing two rows of nice even teeth.

All in all, Betty Bronson, or rather, Peter Pan, may be described as being "very, very nice."

You'll be proud to show "Peter Pan" to your patrons.

Roy Pomeroy, the man who opened the Red Sea for "The Ten Commandments" and has secured the most hinted at on the screen.



Come fly away with Peter Pan to the Never, Never Land.

To pirates and Indians and golden adventures.

A joyous wonder-picture you'll never forget.

Screen play by Willis Goldbeck

Betty Bronson, Ernest Torrence, Cyril Chadwick, Esther Ralston

Three-column Newspaper Advertisement

"Peter Pan" Synopsis

PETER PAN," the Little Boy Who Wouldn't Grow Up! Because his mother told him that one day he would grow up and be President, "Peter Pan" ran away from home the day he was born.

In the Never Never Land, where Peter goes, he becomes captain of the Little Lost Boys who fell out of their perambulators when the nurses were not looking.

On the night when Sir James M. Barrie's beautiful story opens, things had gone forward in the nursery of the Darling family very much as on other nights. Wendy, John and Michael had been tucked away to sleep and Mr. and Mrs. Darling gone off to a neighbor's for dinner.

Then the real drama of the story begins. Herbert Brenon, who produced the picture for Paramount, has obtained a quality of eeriness in the scene which follows. While the three children lie sleeping, each in a tumbled pile of bedding, the night lights left by Mrs. Darling to guard her little ones, mysteriously flicker and go out. The fire-light grows dim upon the floor and suddenly a face appears outside the window. It is "Peter Pan," the Little Boy Who Wouldn't Grow Up!

He slips into the room, a saucy, nervous little imp who flutters from one place to another and hinders the slightest movement from the three children in the beds. Finally Wendy awakens and speaks to him. In the brief time that children take, the two are on ex-

cellent terms. Peter fly and, promises to the Never Land where Lost Boys.

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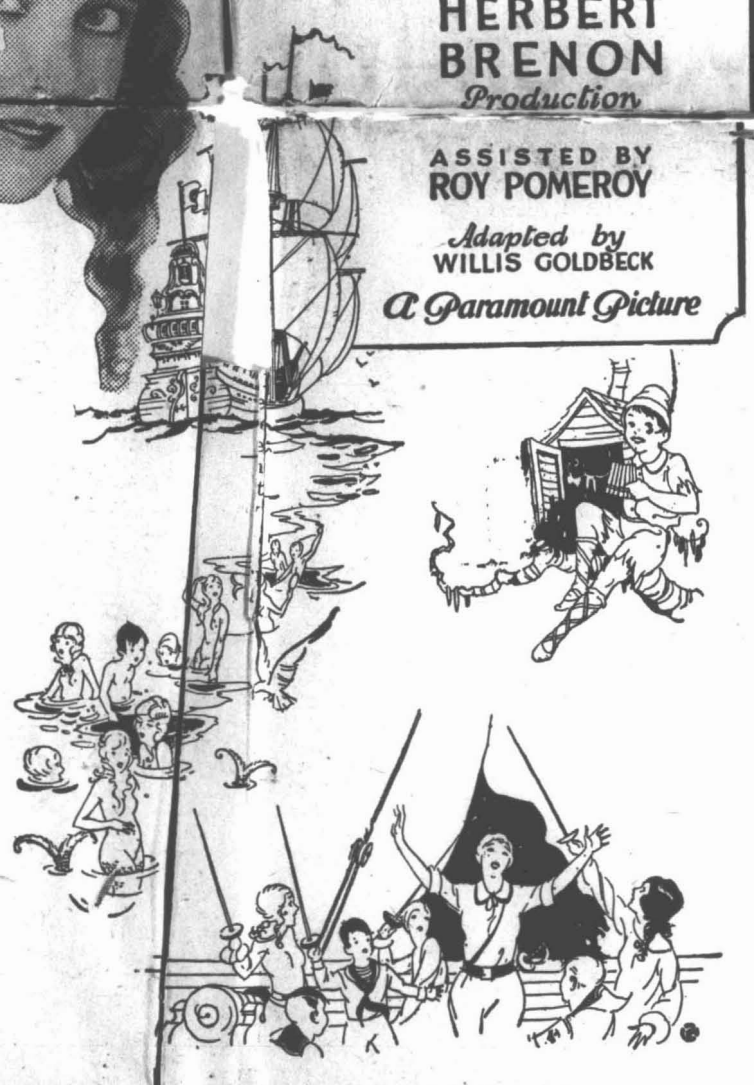
PETER PAN

HERBERT BRENON Production

ASSISTED BY ROY POMEROY

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A Paramount Picture



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three-column Ne
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Pan" Synopsis Story

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Up! cellent terms. Peter tells Wendy he can teach her to fly and, promises to take her away with him to Never Never Land where she can be a mother to the Little Lost Boys.

Delighted, Wendy rouses John and Michael and after some lessons which bring painful falls, the four children sail through the window. Mrs. Darling coming into the nursery, finds the casement open and sees the forms of the four children circle the church steeple and then grow smaller and smaller as they fly away among the stars.

The adventures which befell them in the Never Never Land with pirates, fairies and Indians is all according to the romantic dreams of children.

The cast chosen for "Peter Pan" was given the most careful consideration. Betty Bronson, who plays the title role, was chosen by Barrie himself. Ernest Torrence is the terrible, one-armed pirate chief, Captain Hook. Cyril Chadwick plays the role of the irate Mr. Darling. Virginia Brown Faire is Tinker-Bell, the rowdiest of all the fairies, and Anna May Wong is Tiger Lily, chieftainess of the Indians.

Roy Pomeroy, who obtained many startling effects in "The Ten Commandments," aided Herbert Brenon in the production of "Peter Pan," which opens nextat theTheatre. Willis Goldbeck wrote the scenario.

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Cast	
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Synopsis

THE story opens in the Darling nursery. Nana, the dog nurse, takes care of the three children, Wendy, John and Michael. The dog incurs the anger of Mr. Darling and is banished to the yard. Mrs. Darling tries to change her husband's mind by telling him of a mysterious boy whom she has seen in the room and who made her nervous concerning the safety of the children. Mr. Darling laughs off the idea.

That night the elder Darlings go to a neighbor's for dinner. While they are away the mysterious boy, Peter Pan, returns. He awakens the children, tells them of the wonders of the Never Never Land and teaches them to fly. The barking of Nana alarms the Darlings and they rush to the neighbor's window in time to see four small figures flying gracefully away over the church steeple.

Peter takes the children to his forest home where he is Captain of the Little Lost Boys who fell out of their perambulators. Wendy becomes the mother of the boys who are delighted to have her.

Captain Hook, a notorious pirate whose right hand is a ferocious hook, is a bitter enemy of Peter's because it was he who sliced off Hook's hand and threw it to a man-eating crocodile. The crocodile liked the taste so well that he followed Hook from sea to sea to eat the rest of him.

The Indians, led by their princess, the beautiful Tiger Lily, are also enemies of the Pirates and undertake to guard Peter's forest home from an attack. The Indians become so interested in listening to a fairy story which Wendy tells that they do not keep a good watch. They are surprised and beaten by the pirates. The Little Lost Boys, Wendy, John and Michael unsuspectingly come out of the underground home and are all captured. Peter, who is asleep, discovers that his companions have been captured and resolves to effect their rescue.

He follows the pirates to their ship and secretly cuts the bonds of his companions. Then, armed with cutlasses, they rush upon the pirates and a great fight ensues. The pirates are beaten and Captain Hook, after wonderful sword play with Peter, is forced to walk the plank, falling off into the sea where the crocodile awaits.

Peter and the children then fly back to the Darling home where Mrs. Darling is overjoyed to receive them. She tries to induce Peter to remain with her but he refuses to stay and grow up, preferring to remain a boy and have fun. She promises to let her children go, once a year, to visit Peter in the Never Never Land.

"Peter Pan", a Herbert Brenon Production YOU VALUABLE PUBLICITY

Send it to the editors. Additional press sheets at your exchange if you need them.



REVIEWS

(Review No. 1)

PETER PAN, the boy who wouldn't grow up, has come to take you to the land of make-believe on the screen.

The Herbert Brenon-Paramount production of James M. Barrie's immortal fantasy is one of the cleanest, cleverest and most entertaining pictures yet given the opportunity.

Betty Bronson, selected by Barrie to play the title role, is the boy who wouldn't grow up.

Players which include Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong.

No need to go to the screen here. Willis Goldbeck's play which tells of a boy who always wanted to have fun. He goes through the nursery window into a modern-day home, teaches the children he finds there how to play and carries them off to his island home, the Little Lost Boys' Never Land.

The picture shows the stage production never had the adventures with the Indians and pirates. Every word painted in the story has been visualized on the screen. Even to the children flying out of the house-tops, marvelous effects, such as the Ten Commandments, have never witnessed this. You've seen it before in your long time before and it will be a picture again.

Go see "Peter Pan" then you'll understand why this piece has been playing to standing room only for the past twenty years on the legitimate stage.

Others in the production include Esther Ralston, George Ali, Mary Brian, and Jack Murphy.

(Review No. 2)

The Paramount version of J. M. Barrie's play, "Peter Pan", a Herbert Brenon production for Paramount, is now playing at the Theatre on Broadway.

The picture is an adaptation by Willis Goldbeck and features Betty Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong in leading roles.

Five years ago it might have been said that such a picture couldn't be made. And for Paramount a picture of this kind was a party of every trick known to the picture business. "Peter Pan" is a picture is everyone knows the story which is even more pleasing in its screen form—and Betty Bronson in the title role! They searched a "Peter Pan" type far and wide for Bronson right under the nose in the Hollywood studios. To say that she's a "find" is mildly perfect. Ernest Torrence, as the frightful pirate captain Hook, gives a characterization which overshadows even his role of Jackson in "The Covered Wagon". And the same goes for each and every other member of the cast. It is said that six months were spent before a camera was turned on "Peter Pan" that it might be as near perfection as it was possible to make it. Let us spend six months in preparation on a few more of our productions if this is the result, say we.

(Review No. 3)

"Peter Pan", which has stood for twenty-one years as one of the most charming classics of

"Peter Pan", New Paramount Film Features A-1 Cast

Screen Version of Barrie Classic Produced by Herbert Brenon

FOR over half a year, the quest for a player to portray the title role in the Paramount film version of "Peter Pan" excited universal interest. Suggestions for the part poured into the Paramount studio from the four winds.

Seventeen-year-old Betty Bronson finally won the role, selected by James M. Barrie, the author, himself in a competition with some one hundred aspirants for this much coveted dramatic prize. Among them were some of the world's greatest artists. According to Barrie, pretty Miss Bronson is the ideal "Peter Pan".

Ernest Torrence, the scout of "The Covered Wagon", and Lois Wilson's ranch foreman in "North of 36", is cast as Captain Hook, the pirate chief. Virginia Brown Faire is cast as the little fairy, Tinker Bell. Cyril Chadwick is Mr. Darling and Anna May Wong portrays the Indian girl, Tiger Lily. All the aforementioned players appear in featured roles in the cast.

Wendy, besides "Peter Pan" perhaps the most important role in the production, is played by Mary Brian. It is her first motion picture role and one of the finest portrayals of the season. Little Jack Murphy and Philippe de Lacey are cast as Wendy's brothers, John and Michael Darling. Esther Ralston plays Mrs. Darling and then, of course, we mustn't forget Nana, the dog-nurse. George Ali gives a fine pantomimic performance in this part.

"Peter Pan", which opens a days' run next at the Theatre was adapted for the screen by Willis Goldbeck.

Unearth Pirate Treasure Making "Peter Pan" Film

Digging for buried treasure on one of the islands of the Pacific!

Caskets with gold doubloons, pieces of eight, duros, Napoleons, rubies, pearls, bracelets of hammered gold, rare silks sewn with seed pearls, now faded and tarnished, antiquated weapons and chains of silver were dug up in one grand discovery of buried treasure recently upon lonely Santa Cruz island which lies forty miles off the coast of California.

The treasure hunters knew exactly where to dig for the caskets had been placed there only a few days previously by grips connected with the company filming J. M. Barrie's "Peter Pan" which Herbert Brenon produced for Paramount.

All the outdoor scenes for "Peter Pan" were filmed on Santa Cruz island. A company of over one hundred people, including the featured players, Betty Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong, accompanied Mr. Brenon on location. Roy Pomeroy aided Mr. Brenon in the production.

"Peter Pan", with an all-star cast of players appearing in support of the principals, opens a days' run next at the Theatre.

Plays Dog Role in Screen Version of "Peter Pan"

A man was beheaded every five minutes on Herbert Brenon's set during the filming of his production of Sir James M. Barrie's "Peter Pan" for Paramount.

The man was George Ali who

Boy!—Joy!—Grace! That's "Peter Pan"

WHEN Herbert Brenon began the filming of J. M. Barrie's fantasy "Peter Pan" for Paramount, he gave Betty Bronson, who plays the title role, three words of instruction.

They were, "Boy! Joy! Grace!"

"That's all you have to remember," he said. "Put them on a piece of paper and stick it to the mirror in your dressing room so that it will face you every morning before you

of Peter's charm. Boy! Joy! Grace!"

Featured with Betty Bronson in "Peter Pan," due at the on, are Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong. Roy Pomeroy assisted in making the film.

J. M. Barrie's "Peter Pan" on Screen at Last

The secret of the origin of fairies is out. "Peter Pan" gives it away at last in Herbert Brenon's production of J. M. Barrie's famous fantasy for Paramount, coming to the Theatre on next.

"When the first baby laughed for the first time, its laugh broke into a thousand pieces and they all went skipping about. That was the beginning of fairies," says Peter Pan.

Children who believe in fairies are the ones who keep them alive, according to Peter.

"Every time a child says 'I don't believe in fairies,' one of them suddenly dies. Fairies are nearly all dead now because so many children refuse to believe in them any more."

The adventures of the three Darling children, Wendy, John and Michael with Peter in the Never Never Land form the theme of Barrie's wonderful fantasy.

For more than twenty years, "Peter Pan" has been a favorite with millions of theatre-goers. For the first time this wonderful story has been brought to the screen.

Betty Bronson, chosen by Barrie to play the title role; Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong are featured in the picture.

Willis Goldbeck adapted the screen play from Barrie's stage production. Roy Pomeroy's artistic genius materially aided Herbert Brenon in the filming of many fairy-like effects.

Radio in Use Thousands of Years—See "Peter Pan"

Did you think radio was something new?

No such thing. It has been in use for thousands of years.

According to "Peter Pan," the fairies have used radio ever since they came into being to communicate with each other. That is why, when you were a child and believed in fairies, they used to come and visit you when you called them. They heard your wish by radio.

In the film production of J. M. Barrie's beautiful fantasy which Herbert Brenon produced for Paramount, the fairy system of radio and many of their wonderful secrets are shown. "Peter Pan" on the stage was wonderful, but in the film production, where the producer had the assistance of Roy Pomeroy, a genius of screen surprises, and the many remarkable photographic effects

Hundreds of Big Scenes in "Peter Pan" Production

Big Famous Forty-Paramount Picturization of Barrie Play

THERE is hardly a man, woman or child in the land who doesn't know and love "Peter Pan", the boy who wouldn't grow up.

For the past twenty years this J. M. Barrie play has been nothing short of a sensation on the legitimate stage. It has been a sensation in fact—an institution that shows no sign of decay.

Barrie, the man with the most colorful imagination of all England's writers, has put into this classic scenes which could only be hinted at in the stage production of the piece.

But on the screen, it is an entirely different matter. In the Herbert Brenon production for Paramount of the Barrie master-piece, with Betty Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire, Anna May Wong and others in the all star cast, the under ground home of the Little Lost Boys, Never Never Land itself, the Indians, fairies and pirates, the Darling home, dog-nurse and all have been reproduced with amazing fidelity on the screen.

"Peter Pan", which opens next at the Theatre is a scene for scene picturization of the story as the author wrote it.

Herbert Brenon was selected to direct the picture because he was the producer of the first two fantasies the screen ever knew. Roy Pomeroy, who handled the technical end of the Cecil B. DeMille super-production, "The Ten Commandments", which stood the entire industry on end, is responsible for the many weird effects in "Peter Pan".

Esther Ralston, George Ali, Mary Brian, Philippe de Lacey and Jack Murphy complete the cast of players. "Peter Pan" was adapted for the screen by Willis Goldbeck.

Boys Revel in Pirate Roles in "Peter Pan"

A new type of desperado threatened the peace of the citizenry of Los Angeles in several youngsters who realized the dream of every lad between the ages of six and sixteen when they turned into pirates, completely equipped with cutlasses, sea boots, pistols, knives and dashing seamen's uniforms—all for the Herbert Brenon-Paramount production of the Barrie classic, "Peter Pan," which comes to the screen at the Theatre on next.

In "Peter Pan" the boys have wonderful parts. They meet fairies, Indians and the dreaded pirates. The first two become friendly but the blood-thirsty pirates, headed by Captain James Hook, are deadly enemies and are finally defeated in a pitched battle on the decks of the pirate vessel.

Featured players in "Peter Pan" are Betty Bronson, the personal choice of J. M. Barrie, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong.

Roy Pomeroy, whose clever effects in "The Ten Commandments" will long be remembered, assisted Brenon on this production which was adapted for the screen by Willis Goldbeck.

Camera Work on "Peter Pan" Puts Players "Up in Air"

All the children who appear in the cast of the Paramount picture, "Peter Pan", adapted from the sensational novel and play by J. M. Barrie, have been taught the secret of flying. This is best explained by stating it is one of the many effects obtained by Roy

On a fleecy white cloud, lazily drifting, Wendy, John, Michael and Peter Pan arrive in Neverland. We couldn't begin to tell of the adventures which befall them here in the land of their dreams. "Peter Pan", directed by Herbert Brenon, was adapted for the screen by Willis Goldbeck. Roy Pomeroy was technical director. He did the trick camera work on Cecil De Mille's "The Ten Commandments."

as he there now
them off to his
and the Little Lost
Never Land.

The picture should, as the stage production never could, their adventures with the Indians and pirates. Every word painted in the story has been visualized—even to the children flying over the house-tops, who obtained such marvelous effects in "The Ten Commandments", say anything quite like it before in your life and it will be a long time before you see such a picture again.

Go see "Peter Pan," then you'll understand why the piece has been playing to standing room only for one year on the legitimate stage.

Others in the cast of the production include Esther Ralston, George Ali, Mary Brian, and Jack Murphy.

(Review No. 2)

The Paramount screen version of J. M. Barrie's "Peter Pan," a Herbert Brenon production, is the feature at the theatre all this week. The picture is an adaptation by Willis Goldbeck and features Betty Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong in leading roles.

Five years said that such a picture couldn't be made. And for Paramount part of every trick and every picture "Peter Pan" is a picture is everyone knows the story which is even more pleasing in its screen form—and Betty Bronson in the title role! They searched far and wide for a "Peter Pan" type and found Miss Bronson right under their very noses in the Hollywood studios. To say that she's a "find" is putting it mildly. She's perfect!

Ernest Torrence, as the frightful pirate captain Hook, gives a characterization which overshadows even his role of Jackson in "The Covered Wagon". And the same goes for each and every other member of the cast. It is said that six months were spent before a camera was turned on "Peter Pan" that it might be as near perfection as it was possible to make it. Let us spend six months in preparation on a few more of our productions if this is the result, say we.

(Review No. 3)

"Peter Pan," which has stood for twenty-one years as one of the most charming classics of the stage, in picture form proves one of the most delightful fantasies ever screened. The production, produced by Paramount from the novel and play by James M. Barrie, opened yesterday at the theatre. Betty Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong are featured in the cast.

The story for the screen by Willis Goldbeck is a delightful, modern fairy tale. "Peter Pan" is a bright, mischievous boy, head of the cult for having a good time. The picture opens in the Darling home. The children's mother, entering the nursery at bedtime, is startled by the glimpse of a little boy walking lightly on the window sill. She is greatly alarmed for the safety of her children.

Mr. and Mrs. Darling go off to dine with a neighbor opposite, leaving the children asleep in bed. At the window the little boy appears again. He opens it and jumps lightly in—"Peter Pan" from the Never Never Land. He tells Wendy and her two brothers, John and Michael, of Indians, pirates, the Little Lost Boys of his underground home, fairies—everything they have known in their dreams, in fact. He offers to carry them off. They consent. Peter teaches them to fly and when the parents return the nursery is empty.

On a fleecy white cloud, lazily drifting, Wendy, John, Michael and Peter Pan arrive in Never Never Land. We couldn't begin to tell of the adventures which befall them here in the land of their dreams.

"Peter Pan," directed by Herbert Brenon, was adapted for the screen by Willis Goldbeck. Roy Pomeroy was technical director. He did the trick camera work on Cecil B. DeMille's "The Ten Commandments."

Covered Wagon", and Lois Wilson's ranch foreman in "North of 36", is cast as Captain Hook, the pirate chief. Virginia Brown Faire is cast as the little fairy, Tinker Bell. Cyril Chadwick is Mr. Darling and Anna May Wong portrays the Indian girl, Tiger Lily. All the aforementioned players appear in featured roles in the cast.

Wendy, besides "Peter Pan" perhaps the most important role in the production, is played by Mary Brian. It is her first motion picture role and one of the finest portrayals of the season. Little Jack Murphy and Philippe de Lacey are cast as Wendy's brothers, John and Michael Darling. Esther Ralston plays Mrs. Darling and then, of course, we mustn't forget Nana, the dog-nurse. George Ali gives a fine pantomimic performance in this part.

"Peter Pan", which opens a days' run next at the Theatre was adapted for the screen by Willis Goldbeck.

Unearth Pirate Treasure Making "Peter Pan" Film

Digging for buried treasure on one of the islands of the Pacific!

Caskets with gold doubloons, pieces of eight, duros, Napoleons, rubies, pearls, bracelets of hammered gold, rare silks sewn with seed pearls, now faded and tarnished, antiquated weapons and chains of silver were dug up in one grand discovery of buried treasure recently upon lonely Santa Cruz island which lies forty miles off the coast of California.

The treasure hunters knew exactly where to dig for the caskets had been placed there only a few days previously by grips connected with the company filming J. M. Barrie's "Peter Pan" which Herbert Brenon produced for Paramount.

All the outdoor scenes for "Peter Pan" were filmed on Santa Cruz island. A company of over one hundred people, including the featured players, Betty Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong, accompanied Mr. Brenon on location. Roy Pomeroy aided Mr. Brenon in the production.

"Peter Pan", with an all-star cast of players appearing in support of the principals, opens a days' run next at the Theatre.

Plays Dog Role in Screen Version of "Peter Pan"

A man was beheaded every five minutes on Herbert Brenon's set during the filming of his production of Sir James M. Barrie's "Peter Pan" for Paramount.

The man was George Ali who plays the role of "Nana, the Dog Nurse." Lost in the depths of a shaggy dog-skin, Ali was able to bear the heat for only five minutes at a time. When his period of dog-like activity was up, off came his head and he walked up-right.

Featured in "Peter Pan" coming to the theatre, are Betty Bronson, who plays the title role, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong.

J. M. Barrie's "Peter Pan" on Screen at Last

The secret of the origin of fairies is out. "Peter Pan" gives it away at last in Herbert Brenon's production of J. M. Barrie's famous fantasy for Paramount, coming to the theatre on next.

"When the first baby laughed for the first time, its laugh broke into a thousand pieces and they all went skipping about. That was the beginning of fairies," says Peter Pan.

Children who believe in fairies are the ones who keep them alive, according to Peter.

"Every time a child says 'I don't believe in fairies,' one of them suddenly dies. Fairies are nearly all dead now because so many children refuse to believe in them any more."

The adventures of the three Darling children, Wendy, John and Michael with Peter in the Never Never Land form the theme of Barrie's wonderful fantasy.

For more than twenty years, "Peter Pan" has been a favorite with millions of theatre-goers. For the first time this wonderful story has been brought to the screen.

Betty Bronson, chosen by Barrie, plays the title role; Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong are featured in the picture.

Willis Goldbeck adapted the screen play from Barrie's stage production. Roy Pomeroy's artistic genius materially aided Herbert Brenon in the filming of many fairy-like effects.

Radio in Use Thousands of Years—See "Peter Pan"

Did you think radio was something new?

No such thing. It has been in use for thousands of years.

According to "Peter Pan," the fairies have used radio ever since they came into being to communicate with each other. That is why, when you were a child and believed in fairies, they used to come and visit you when you called them. They heard your wish by radio.

In the film production of J. M. Barrie's beautiful fantasy which Herbert Brenon produced for Paramount, the fairy system of radio and many of their wonderful secrets are shown. "Peter Pan" on the stage was wonderful, but in the film production, where the producer had the assistance of Roy Pomeroy, a genius of screen surprises, and the many remarkable photographic effects which the motion picture camera has brought into being in the last year, many startling and beautiful innovations have been filmed.

"Peter Pan" opening next at the Theatre, features Betty Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong. Willis Goldbeck prepared the screen play.

Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire, Anna May Wong and others in the all star cast, the under ground home of the Little Lost Boys, Never Never Land itself, the Indians, fairies and pirates, the Darling home, dog-nurse and all have been reproduced with amazing fidelity on the screen.

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"The secret," says "Peter Pan", otherwise, Betty Bronson, "is to think of the thoughts."

In the scene where "Peter" teaches the three Darling children how to fly, Herbert Brenon, who produced the picture for Paramount, asked each child to express in words just what "beautiful thoughts" they had while trying to fly.

Betty Bronson, who plays the title role, said her mind was with what the orchestra was playing at the moment, "The Swan Song" from "Lohengrin."

Mary Brian, who plays "Wendy", was thinking of tree tops and the flight of birds.

Jack Murphy, who plays "John Darling", replied candidly that "he was thinking how popular he would be after 'Peter Pan' was released."

Philippe de Lacey, who appears as "Michael", was equally candid in his answer, "Ice-cream."

Miss Bronson is featured in the production with Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong. Willis Goldbeck wrote the screen play.

Closes Run

The final showings of the Herbert Brenon-Paramount production, "Peter Pan", which was shown for the first time at the Theatre last will take place there this afternoon and evening.

The picture is an adaptation of the novel and play by James M. Barrie and features Betty Bronson, Ernest Torrence, Cyril Chadwick, Virginia Brown Faire and Anna May Wong in leading roles.

PARAMOUNT EXPLOITEERS

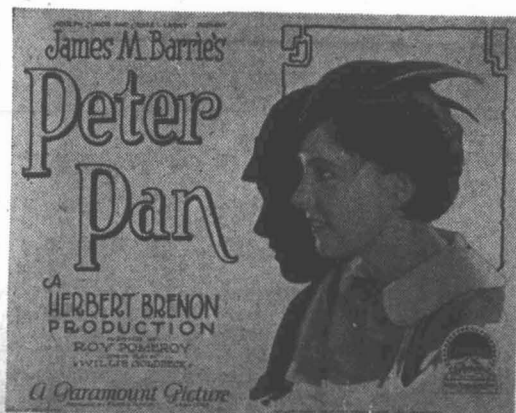
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		(and Portland, Ore.)
ESHENFELDER, GEO.	110 North Lee St.	Jacksonville, Fla.
		(and Charlotte, N. C.)
GAMBRILL, GEO.	3721 Washington Blvd.	St. Louis, Mo.
GAVIN, THOMAS	110 West 18th St.	Kansas City, Mo.
GEYER, ERNEST	51 1/2 Luckie St.	Atlanta, Ga.
HELLMAN, JACK	1610 Davenport St.	Minneapolis, Minn.
		(and Sioux Falls, S. D.)
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN	8 Shawmut St.	Boston, Mass.
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		(and Des Moines, Iowa)



J. M. Barrie's "Peter Pan", a Herbert Brenon Production PARAMOUNT PAPER THEATRE

"If It's Worth Running, It's Worth" *(text continues on next page)*



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284 Turk St., San Francisco.	

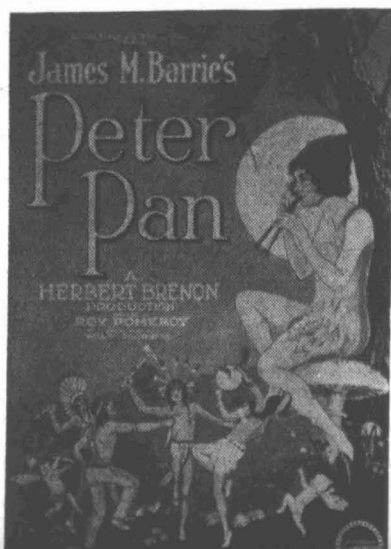
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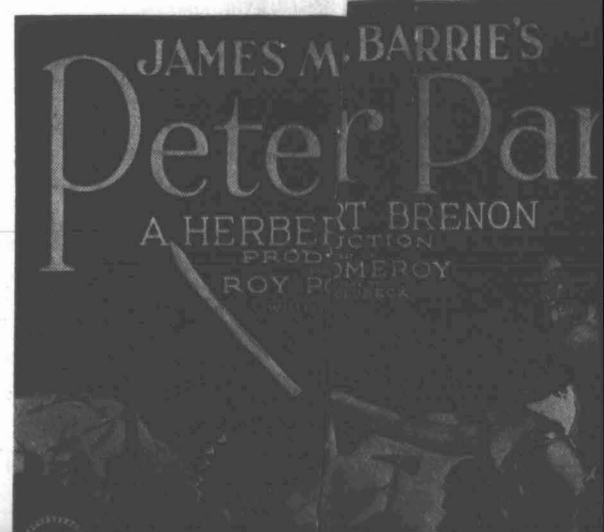
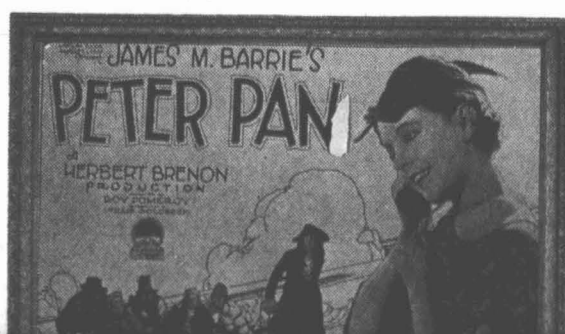
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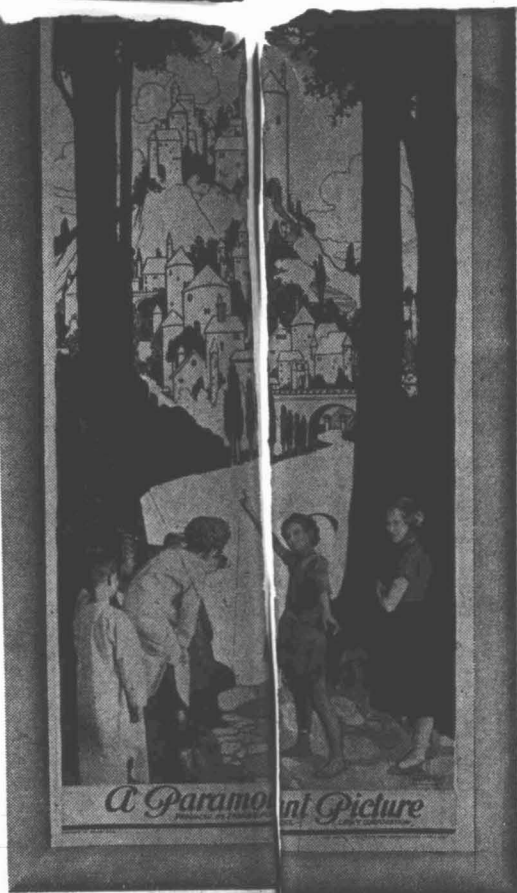


Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



ter Pan", a Herbert Brenon Production PER THAT PACKS THE PUNCH

Worth Running, It's Worth Advertising"



Colored Insert Card



CLASSY LOBBY DISPLAY—EACH 11" x 14"

Special DeLuxe Trailer

National Screen Service, Inc., has prepared a particularly high class De Luxe Trailer on "Peter Pan."

It consists of beautiful art titles and 200 feet of curiosity-arousing shots from the picture. This is in every respect a quality article worthy of the production it advertises.

The cost is \$12.50, with a refund of \$5.00 if returned within 2 weeks.

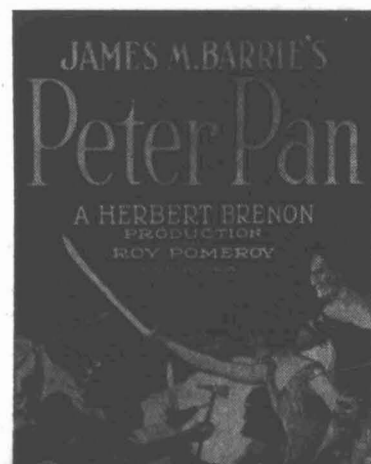
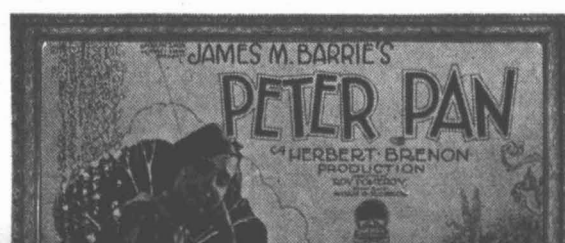
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You can also get a "Peter Pan" Service Trailer, 75 feet long, at a cost of \$5 during the first 4 months after release date. Refund of \$1.50 if returned within 2 weeks. Thereafter, cost is \$2.50, with refund of \$1.00, if returned within two weeks.

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WIRE OR WRITE—GIVING EXACT PLAY DATES

*Put the picture over the top by
putting posters over the town.
Here are real business-getters!*





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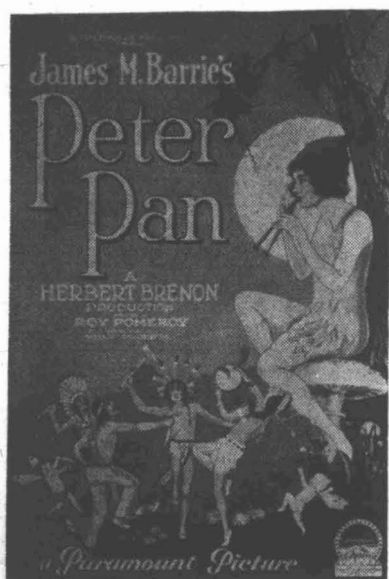
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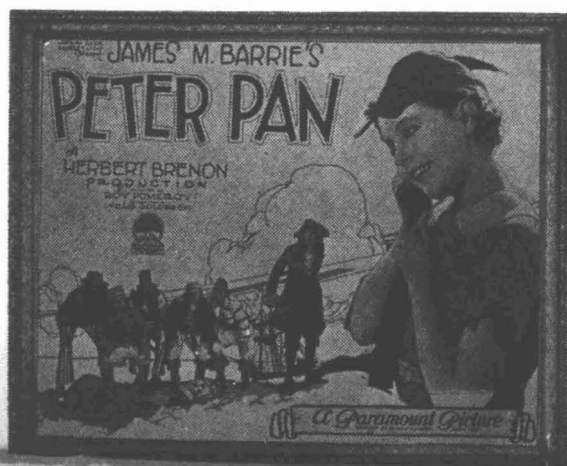


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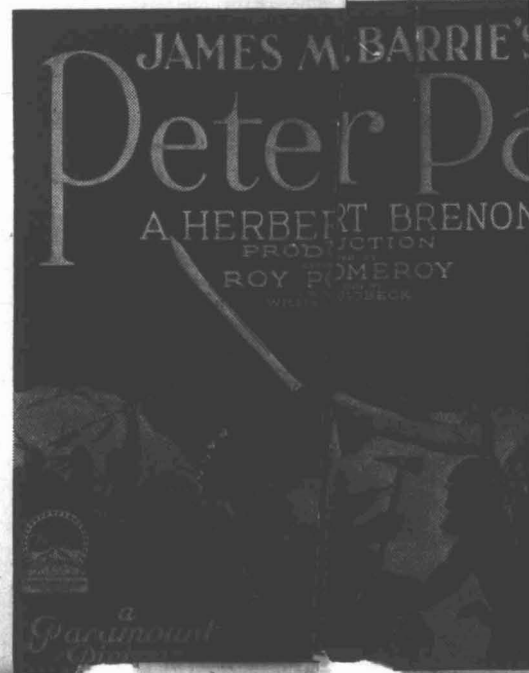


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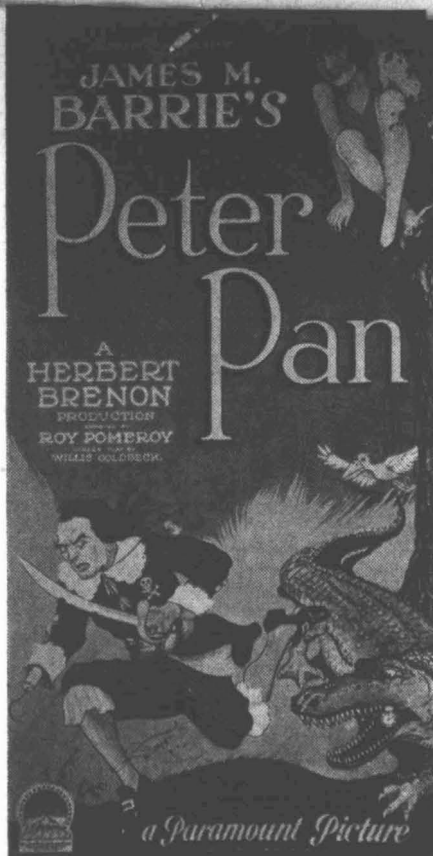
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Six Sheet 6A



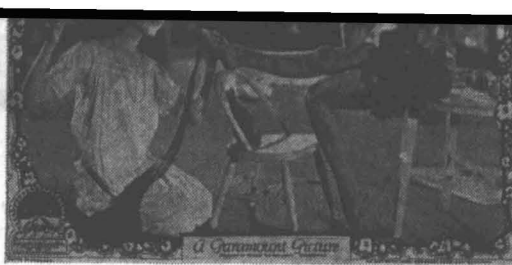
Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



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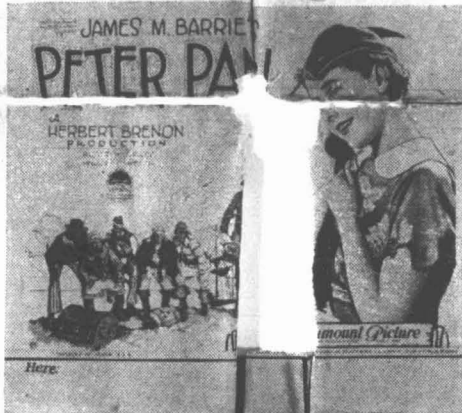
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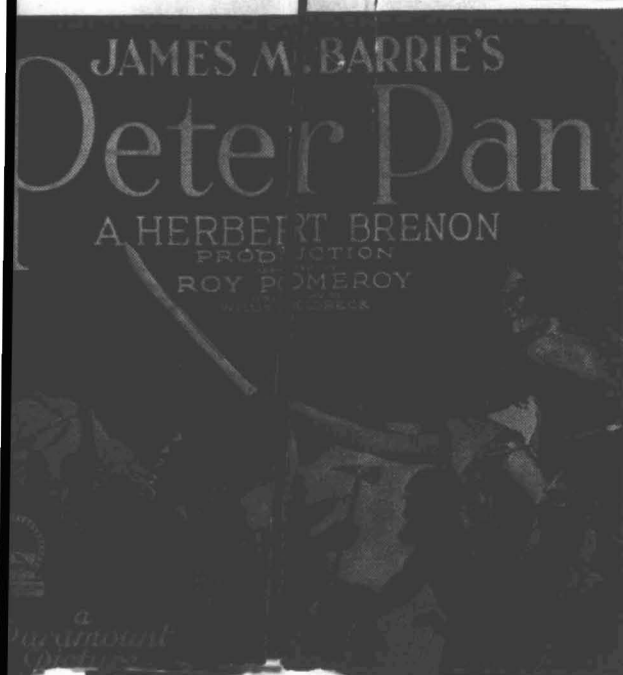
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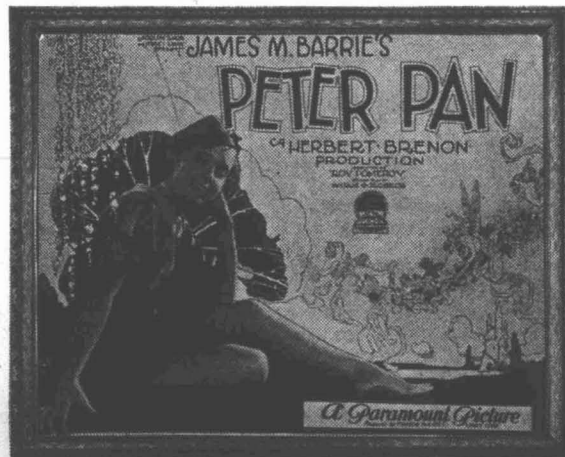


Announcement Side

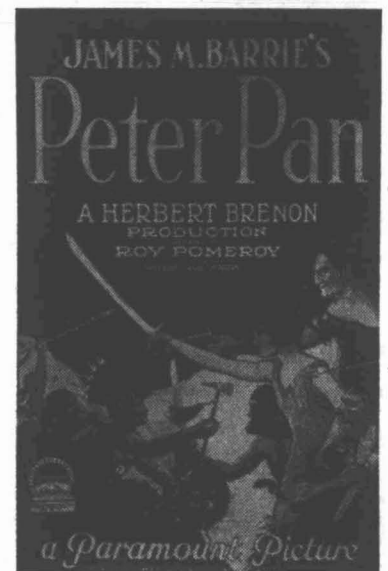


Six Sheet 6A

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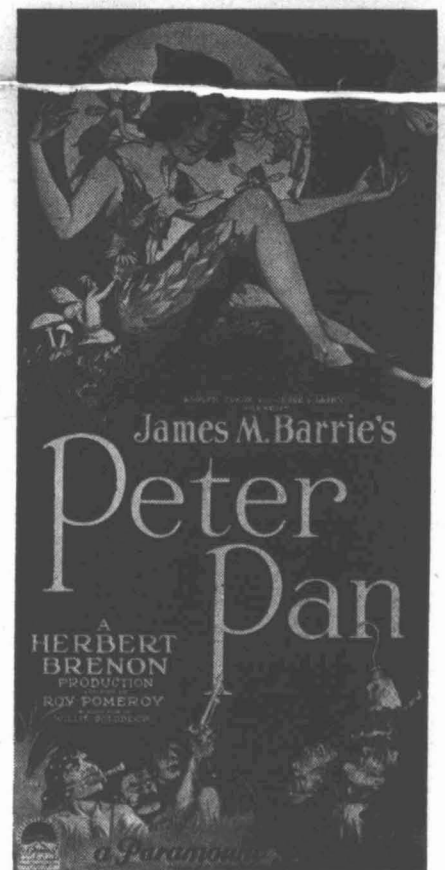
Colored Lobby Card (22" x 28" R)



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

The Screen Classic

THE beloved Boy
Who Wouldn't
Grow Up is here.

To gladden the
heart of everyone
from eight to
eighty.

The wonder-pic-
ture of the year.

Screen play by
Willis Goldbeck



"J.M. BARRIE'S

PETER PAN



ADOLPH ZUKOR &
JESSE L. LASKY
PRESENT

HERBERT BRENON Production ASSISTED BY ROY POMEROY

With Betty Bronson, Ernest Torrence, Cyril
Chadwick, Esther Ralston, Mary Brian, others

Two-column Press Advertisement 2A

Read What Others Think of the "Peter Pan Week" Dress Tie-Up

Women's Wear, Wednesday, October 29, 1924

Stores Show Interest in Plan Linking Dresses With Moving Picture

While many wholesalers and retailers declare that it is difficult this season to find means of spurring business activity, in some instances plans have been devised whereby good results have been obtained, and which show the readiness of store merchandise men to accept any idea that looks promising and give it a chance.

One plan now being worked out, and which contains a number of suggestions for merchandising dresses, is that of the Peter Pan Dress Co., Inc., which has seized upon the opportunity for extensive advertising of its products by linking them up with the new motion picture entitled "Peter Pan," to be released at the end of the year by the Paramount company.

The motion picture concern and the dress firm are working closely together on the joint advertising of the dresses and the feature picture, and already more than 400 retailers in as many different cities are said to have accepted a proposition for promoting the two in their localities.

New Year week is to be nationally advertised as "Peter Pan Week," when the motion picture from the story by Sir James M. Barrie is shown in 250 principal cities throughout the country. Following this week, the picture will be booked by one or more theatres in practically every other town, so that the merchandising and advertising plan can be participated in by as many stores as there are cities and towns.

In announcing the plan to retailers, a number of suggestions have been made for bringing the dresses and the picture to the attention of the public at the same time. One sug-

gestion is that the store arrange a contest with the local theatre on the subject: "What size dress does Betty Bronson, star of Peter Pan, wear? With your answer write 50 words descriptive of Miss Bronson and her characterization." The prize can be a Peter Pan dress, with additional prizes of theatre tickets. The theatre and the store can hand out contest blanks.

Other suggestions are for a style show on the stage; a beauty contestant garbed in window display dresses and a special contest with the

linking the two, in which the retailer is urged to get together with the dealers of Peter Pan Kid Clothes, Peter Pan Fountain Pens and the movie edition of the Peter Pan book for cooperative promotion of Peter Pan Week; a lucky number contest with prizes; a contest for the best design submitted for a new Peter Pan dress model; a street stunt such as a bus filled with pretty girls all wearing the Peter Pan dresses and advertising the picture.

The dress firm which is headed by I. Engel, B. Ross and M. B. Beck, together with the Paramount pictures organization, have worked out further details for the promotion of the idea which they have discussed fully in their own advertising.

Merchants who have accepted the idea thus far have found numerous novel means of promoting it to their own advantage, according to letters which the dress manufacturing firm has received.

WINDOW CARD

On left is colored window card No. 2. In gray, white or black. Will be kept up-to-date as dress styles change.



Suggestions for Tie-Ups with Peter Pan Dealers—Kid Clothes, Dresses, Pens, etc.

Kid Clothes

Resemblance contest: Prizes for children who come to the theatre dressed as "Peter Pan." Dealers to give one suit as prize; theatres to put up tickets.

Essay contest: What child under a certain age can, after seeing the picture, write the best story of it in his own words?

Souvenirs: Each child seeing "Peter Pan" will be given a "Peter Pan" whistle (free to all dealers).

Street stunt: Have a person traverse the streets made up as "Peter Pan," handing out circulars advertising both the clothes and the picture.

Kid's Club: If there is a Peter Pan Kid's Club in town, arrange for them to attend a showing of the picture in a

Week at the..... Theatre you will give two free tickets for the Paramount picture.

Dresses

Have a style show of your own on the stage. Living models wearing Peter Pan dresses, or a beauty contest with all contestants wearing Peter Pan dresses.

Window displays: Devoted entirely to Peter Pan dresses and scenes from the Paramount picture, theatre to furnish dealers with either colored or black and white photos for this display.

Peter Pan Sale: Cooperative advertising in local newspapers.

Lucky Number contest: With a dress as the capital prize and theatre tickets as additional prizes, hand out cards or

Fountain Pens

Devote an entire window to an attractive display of the pens. In this case also theatre should supply dealers with colored photographs.

Engage a pretty girl as a window demonstrator to be continually writing and drawing attention to the fine points of the pen and the opening of the picture at the..... Theatre next.....

Children's Writing contest: Prizes for children up to a certain age who can write the best reviews of the picture.

Drawing contest: Who can submit the best pen and ink drawings of Peter Pan as the lad is shown in windows and theatre lobby?

Jingle contest: Prizes for the best jingles bringing in Peter Pan and the

"PETER P Cravat Ti

Manufacturers of Peter Pan with 12,000 dealers, are here with material shown. (Right) Announcement and colored window card. Lower right) 1 and 2-c. In addition: Photos of players wearing Peter Pan center display cards. T. prizes in any theatre-dealer. The dealers will get 4-sim- lar to one on Kid Clo

Peter Pan C
18 EXCLUSIVE
18 COLOR COME
\$100

100

ADOLPH ZUKOR &
JESSE L. LASKY
PRESENT

HERBERT BRENON Production ASSISTED BY ROY POMEROY

With Betty Bronson, Ernest Torrence, Cyril Chadwick, Esther Ralston, Mary Brian, others

Two-column Press Advertisement 2A



Suggestions for Tie-Ups with Peter Pan Dealers—Kid Clothes, Dresses, Pens, etc.

Kid Clothes

Resemblance contest: Prizes for children who come to the theatre dressed as "Peter Pan." Dealers to give one suit as prize; theatres to put up tickets.

Essay contest: What child under a certain age can, after seeing the picture, write the best story of it in his own words?

Souvenirs: Each child seeing "Peter Pan" will be given a "Peter Pan" whistle (free to all dealers).

Street stunt: Have a person traverse the streets made up as "Peter Pan," handing out circulars advertising both the clothes and the picture.

Kid's Club: If there is a Peter Pan Kid's Club in town, arrange for them to attend a showing of the picture in a body.

Dealers—Announce that with every Peter Pan suit sold during Peter Pan

Week at the..... Theatre you will give two free tickets for the Paramount picture.

Dresses

Have a style show of your own on the stage. Living models wearing Peter Pan dresses, or a beauty contest with all contestants wearing Peter Pan dresses.

Window displays: Devoted entirely to Peter Pan dresses and scenes from the Paramount picture, theatre to furnish dealers with either colored or black and white photos for this display.

Peter Pan Sale: Cooperative advertising in local newspapers.

Lucky Number contest: With a dress as the capital prize and theatre tickets as additional prizes, hand out cards or heralds at theatre, each bearing a number, then have drawing on stage at close of run of picture.

when the motion picture from the story by Sir James M. Barrie is shown in 250 principal cities throughout the country. Following this week, the picture will be booked by one or more theatres in practically every other town, so that the merchandising and advertising plan can be participated in by as many stores as there are cities and towns.

In announcing the plan to retailers, a number of suggestions have been made for bringing the dresses and the picture to the attention of the public at the same time. One sug-

ture.

The dress firm with I. Engel, B. Ross and together with the P. organization, have the idea which they have in their own advertisement.

Merchants who have accepted the idea thus far have found numerous novel means of promoting it to their own advantage, according to letters which the dress manufacturing firm has received.

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have accepted the idea thus far have found numerous novel means of promoting it to their own advantage, according to letters which the dress manufacturing firm has received.

WINDOW CARD

On left is colored window card No. 2. In gray, white or black. Will be kept up-to-date as dress styles change.

Dig in t

"PETER P Cravat Tie

Manufacturers of Peter Pan with 12,000 dealers, are b Pan" with material shown.

(Right) Announcement and colored window card.

(Lower right) 1 and 2-co

In addition: Photos of players wearing Peter Pan Counter display cards. To prizes in any theatre-dealer.

The dealers will get 4-p similar to one on Kid Clo

Fountain Pens

Devote an entire window to an attractive display of the pens. In this case also theatre should supply dealers with colored photographs.

Engage a pretty girl as a window demonstrator to be continually writing and drawing attention to the fine points of the pen and the opening of the picture at the..... Theatre next.....

Children's Writing contest: Prizes for children up to a certain age who can write the best reviews of the picture.

Drawing contest: Who can submit the best pen and ink drawings of Peter Pan as the lad is shown in windows and theatre lobby?

Jingle contest: Prizes for the best jingles bringing in Peter Pan and the Peter Pan fountain pen.

For your window display have a card printed to read as follows: "When the Paramount photoplay writers of J. M. Barrie's immortal story, "Peter Pan," desired perfect harmony with their subject, they used Peter Pan, the biggest little, perfect writing, indestructible fountain pen. You'll enjoy both the picture and the pen!"

Uses for Heralds, Rotos

Secure from your Paramount exchange the four-page colored "heralds," illustrated and descriptive of the picture, the back page of which is blank. These bearing your theatre announcement and, perhaps, one or more of the many tie-ups on "Peter Pan," are ideal for distribution at your theatre, house-to-house, in packages going from dealers' stores, by mail, etc.

The same applies to the handsome four-page rotogravure sheet, whereon you will find a much larger space for tie-up ads. You might make arrangements with newspapers to insert these as a special section, as has already been done very profitably.

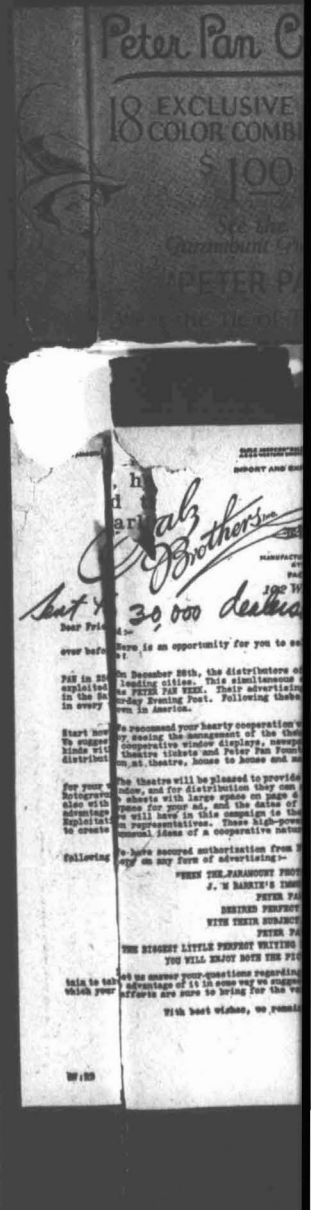
See a sample herald and roto on "Peter Pan" at your exchange.

Nationally Advertised

In addition to the usual advertising given all Paramount pictures, Famous Players-Lasky, through the Hanff-Metzer agency, are telling film fans about "Peter Pan" in every newspaper of any prominence in the country. Just imagine what that means to exhibitors! "Peter Pan" is a sure clean-up, boys!



Colored Counter Card



Pan dresses and picture. The dress firm which is headed by I. Engel, B. Ross and M. B. Beck, together with the Paramount pictures, have worked out further details for the promotion of the idea which they have discussed fully in their own advertising. Merchants who have accepted the idea thus far have found numerous novel means of promoting it to their own advantage, according to letters which the dress manufacturing firm has received.

Pens

Salz Bros., Inc.
102 W. 101st St., N. Y. C.

Theatre
City
Play Dates
Material or Information Wanted



Two-column Supplementary Press Ad 2ASX

WINDOW CARD

On left is colored window card No. 2. In gray, white or black. Will be kept up-to-date as dress styles change.

Dresses

Peter Pan Dress Co.
39 W. 32nd St., N. Y. C.

Theatre
City
Play Dates
Dealer Interested
Material Desired

Song

Robbins-Engel Co.
1658 Broadway, N. Y. C.

Theatre
City
Play Dates
Remarks

Book

Grosset and Dunlap
1140 Broadway, N. Y. C.

Theatre
City
Play Dates
Remarks

Dig in the "PETER PAN" Gold Mine!

"PETER PAN" Cravat Tie-up

Manufacturers of Peter Pan Cravat, 12,000 dealers, are boosting "Peter Pan" with material shown on this page: (Right) Announcement sent to dealers colored window card. Lower right) 1 and 2-column ad mats. In addition: Photos of "Peter Pan" players wearing Peter Pan Cravats. Counter display cards. Two neckties as prizes in any theatre-dealer contest. The dealers will get 4-page broadside similar to one on Kid Clothes.

PETER PAN CRAVATS

If Peter Pan were a well dressed man, instead of a mythical lad, today he'd be wearing a Peter Pan tie. Like sonny, brother and dad.

\$100

Peter Pan Cravat

If Peter Pan were a well dressed man, instead of a mythical lad, today he'd be wearing a Peter Pan tie. Like sonny, brother and dad.

\$100

18 Exclusive Combinations

J. L. GUMPORT & SONS, INC.
708 BROADWAY
MANUFACTURERS OF MEN'S NECKWEAR
NEW YORK

PETER PAN CRAVATS FOR PETER PAN WEEK

On December 28th the Famous Players-Lasky Corporation will present the Paramount Picture PETER PAN, from the immortal story by Sir James M. Barrie, in 300 leading cities. This simultaneous showing (New Year's Week) will be widely exploited as PETER PAN WEEK, the advertising to include a double page in the Saturday Evening Post of December 27th. Following these 300 cities, PETER PAN will probably be shown in every other town in the country, and each will have a PETER PAN WEEK. Regardless, therefore, of your location, this proposition is one for your consideration.

Cooperating with the picture producers on PETER PAN WEEK are the manufacturers of Peter Pan Kid Clothes, Peter Pan Dresses For Miss and Lady, Peter Pan Fountain Pens, the publishers of a new song "Peter Pan" and of the photoplay edition of the book, and finally ourselves with the marketing of an elegant new cravat, the PETER PAN CRAVAT.

We are working hand in hand with the Division of Exploitation, Paramount Pictures, and we cannot too strongly urge hearty cooperation between your store and the theatre that is to play PETER PAN. Hundreds of our customers have already arranged to use with our "Masterpiece Cravats" (discontinued with the showing of that production, and report an exceptional business. Featuring the PETER PAN CRAVAT will prove even more profitable owing to the great advertising forces back of PETER PAN WEEK.

As usual, we are going to do our share to help you cash in on this opportunity. We are now having special window cards lithographed, designed by the Art Department of Famous Players, illustrating the cravat, and with a cute verse and illustration tying up with the picture. We will also provide special newspaper ad mats and exploitation suggestions as we did on the Valentino picture. In every town there will be a tie-up page in the newspaper in which all the ads will consist of the various Peter Pan dealers, including the theatre, announcing PETER PAN WEEK. Copy of this page will be mailed you in the near future and we know you'll be more than ready to use this ad as we'll provide when the newspaper representative calls on you.

Whenever a contest is arranged with a theatre we will again give TWO PETER PAN CRAVATS as prizes through your store. Paramount's 20 Exploitation Representatives will lead unusually strong assistance on getting over PETER PAN WEEK and they are just as much interested in making it profitable for you as for the theatre. Think as you can—plan your campaign well ahead.

The Cravat we are featuring was sent over by our Paris representative and is an exact reproduction of one that is being retailed over there at \$2.00 each—our price is \$1.00 the dozen. Turns \$1/10, 48 extra. It comes in 18 elegant rich, new 100% wool color combinations and will be remarkable value as a \$1.00 leader. Send for a 6, 6 or 12 dozen window display today. Act quickly as we again expect to be crowded on September 28th on Monday morning.

"PETER PAN"
Sir James M. Barrie's Immortal Story

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN

Peter Pan Cravats

18 EXCLUSIVE COLOR COMBINATIONS

\$100

See the Paramount Picture "PETER PAN" at the theatre.



Photo of Betty Bronson, star of "Peter Pan," and Peter Pan Pen. This photo, as well as pictures of other Paramount stars with Peter Pan Pens, will be supplied to dealers.

Salz Bros., Inc.
102 W. 101st St., N. Y. C.

Dear Friend:

There is an opportunity for you to sell more Peter Pan Fountain Pens than ever before.

On December 28th, the distributors of Paramount Pictures will present PETER PAN in 300 leading cities. This simultaneous showing New Year's Week will be widely exploited as PETER PAN WEEK. Their advertising will include a double page spread in every Saturday Evening Post. Following these 300 cities, PETER PAN will be shown in every other town in the country.

To recommend your hearty cooperation with the local theatre playing PETER PAN, we are sending you a complimentary copy of the picture, a complimentary copy of the book, a complimentary copy of the song, and a complimentary copy of the cravat. We are also sending you a complimentary copy of the Peter Pan Cravat, a complimentary copy of the Peter Pan Pen, and a complimentary copy of the Peter Pan Cravat Tie-up.

The theatre will be pleased to provide you with identical copies from PETER PAN Cravat, and for distribution they can secure from the Paramount Office either complimentary copies of the picture, a complimentary copy of the book, a complimentary copy of the song, and a complimentary copy of the cravat. We are also sending you a complimentary copy of the Peter Pan Cravat, a complimentary copy of the Peter Pan Pen, and a complimentary copy of the Peter Pan Cravat Tie-up.

We will have in this campaign the assistance of the staff of Paramount Pictures. These high-powered advertising experts will be glad to assist you in every way possible. We are also sending you a complimentary copy of the Peter Pan Cravat, a complimentary copy of the Peter Pan Pen, and a complimentary copy of the Peter Pan Cravat Tie-up.

Following is a list of the names of the distributors of Paramount Pictures in your territory. We are also sending you a complimentary copy of the Peter Pan Cravat, a complimentary copy of the Peter Pan Pen, and a complimentary copy of the Peter Pan Cravat Tie-up.

Very truly yours,
Salz Bros., Inc.

WHEN THE Paramount PHOTOPLAY WRITERS OF J.M. BARRIE'S IMMORTAL STORY

PETER PAN

DESIRED PERFECT HARMONY WITH THEIR SUBJECT—THEY USED

Peter Pan

THE BIGGEST LITTLE PERFECT WRITING FOUNTAIN PEN ABSOLUTELY INDESTRUCTIBLE—

YOU WILL ENJOY BOTH THE PICTURE AND THE PEN!

WHEN THE Paramount PHOTOPLAY WRITERS OF J.M. BARRIE'S IMMORTAL STORY

PETER PAN

DESIRED PERFECT HARMONY WITH THEIR SUBJECT—THEY USED

Peter Pan

YOU WILL ENJOY BOTH THE PICTURE AND THE PEN!

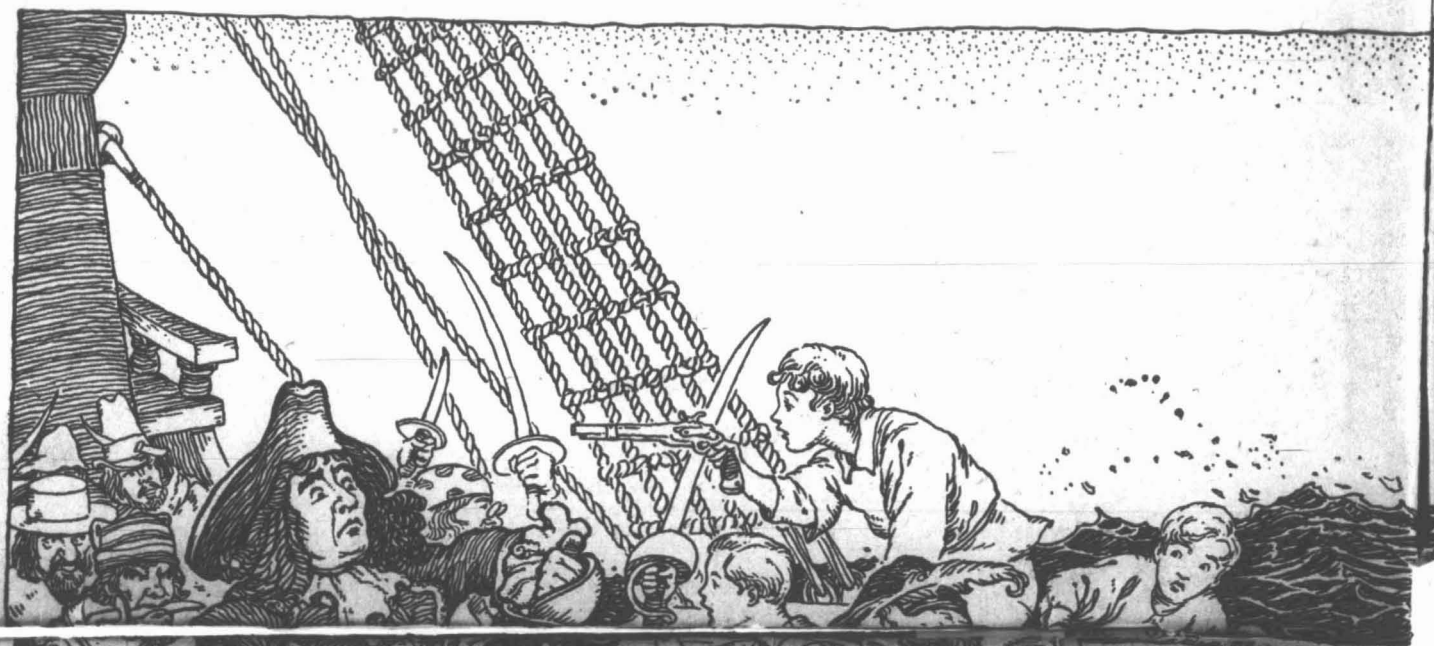
"PETER PAN" Fountain Pen Tie-up

Another big national manufacturer helping you boost "Peter Pan." Special material:

- (Above) Colored window card.
- (Left) 2-column ad mat.
- (Extreme left) Announcement to 30,000 dealers.

In addition: Slides of Betty Bronson.

The Most Enjoyable Picture



with

Betty Bronson
Ernest Torrence
Cyril Chadwick
Esther Ralston
Mary Brian
and many others

—A—
**HERBERT
BRENON**
PRODUCTION

ASSISTED BY ROY POMEROY

PRESENTED BY
ADOLPH ZUKOR & JESSE L. LASKY

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PPETER PAN, the beloved Boy Who Wouldn't Grow Up, has come to town to make you happy.

To take you sailing on a silver cloud to the wonderful Never, Never Land. The land of pirates and painted redskins, and the glorious adventures of youth.

The magic of the screen brings Barrie's famous masterpiece to you a thousand times greater even than the play, which has charmed millions in its twenty-one years of unequalled popularity.

Betty Bronson, Barrie's own choice, is the ideal Peter Pan. Ernest Torrence is a marvelous Captain Hook. Wendy, Tinker Bell, and the other delightful characters are faithfully portrayed.

"Peter Pan" is distinctly the wonder-picture of the screen.



with
 Betty Bronson
 Ernest Torrence
 Cyril Chadwick
 Esther Ralston
 Mary Brian
 and many others

—A—
**HERBERT
 BRENON**
 PRODUCTION

ASSISTED BY ROY POMEROY

PRESENTED BY
 ADOLPH ZUKOR & JESSE L. LASKY

J.M. BARRIE'S



|| **PETER**

Playing Dates,
 Other Features

Theatre N



PPETER PAN, the beloved Boy Who Wouldn't Grow Up, has come to town to make you happy.

To take you sailing on a silver cloud to the wonderful Never, Never Land. The land of pirates and painted redskins, and the glorious adventures of youth.

The magic of the screen brings Barrie's famous masterpiece to you a thousand times greater even than the play, which has charmed millions in its twenty-one years of unequalled popularity.

Betty Bronson, Barrie's own choice, is the ideal Peter Pan. Ernest Torrence is a marvelous Captain Hook. Wendy, Tinker Bell, and the other delightful characters are faithfully portrayed.

"Peter Pan" is distinctly the wonder-picture of the screen.

PETER PAN

Screen play by Willis Goldbeck

eatre Name

Playing Dates,
Other Features

“PETER PAN”

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Picture

The Masterpiece



PETER PAN

BY J.M. BARRIE
A
HERBERT BRENON
PRODUCTION
PRESENTED BY
ADOLPH ZUKOR
& JESSE L. LASKY
ASSISTED BY ROY POMEROY

Screen Scrapbook



Twenty-one years of unbroken popularity as a play—now brought to the limitless scope of the screen.

The story close to the heart of young and old is now a heart-gladdening picture.

An elaborate, masterful production by the screen's greatest director of fantasy.

Imagine—
Peter Pan flying over the housetops;

Pan and the children sailing on a wisp of cloud;

The gorgeous spectacle of the Never, Never Land;

The battle between the Indians and the pirates;

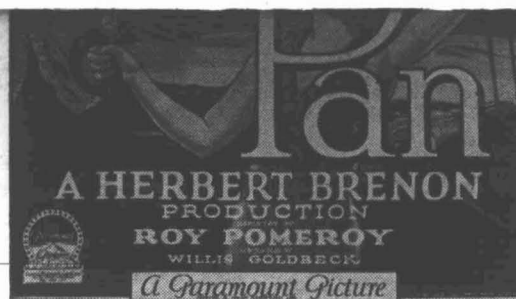
The fight between the pirates and Pan's young army.

And all the other precious scenes amazingly, beautifully filmed.

"Peter Pan" will stir golden memories and bring back your youth.

The story of every child's dreams and every mother's love.

You'll laugh to its sweet, wholesome humor—



Colored Window Card

You'll throb to its rich, human sentiment—

You'll thrill to its pictorial beauty and amazing effects.

"Peter Pan" takes you on a delightful flight of fantasy to a land of boundless joy.

Come, let Peter Pan take you from the workaday world to a fairyland of dreams.

The picturization of Barrie's best loved classic surpasses film-land's best in imaginative beauty, elaborateness and remarkable effects.

Stageland's masterpiece is now screenland's masterpiece.

ants and Clean Up with "PETER PAN"

BETTY BRONSON (PETER PAN)
Wearing PETER PAN DRESSES
ORIGINALLY MADE FOR HER



**PETER PAN
DRESSES**
FOR MISS
AND LADY

A MYTHICAL LAD IS PETER PAN
BUT 'TIS OFTEN SAID, HE PROPOSES
LOVE & GOOD WISHES TO ALL THE GIRLS
WHO ARE WEARING PETER PAN DRESSES



Peter Pan Dress
made originally
for
Betty Bronson
featured in
"Peter Pan"

See the -
Paramount Picture "Peter Pan"



Betty Bronson, star of "Peter Pan," wearing Peter Pan Dress. Dealers will receive cards showing Betty in three different styles of dresses.
(Upper right) Announcement sent to 10,000 Dealers.

Plan, Receipts, 1924
YOUTHFUL STYLES AT POPULAR PRICES
38-41 WEST 34TH STREET
New York, N.Y.
New York, N.Y.

A MESSAGE WORTH READING.

During the week of New Year 1924, the Famous Players-Lasky Corporation will present the Paramount Picture "PETER PAN" from the famous story by Sir James M. Barrie. The work will be actually shown as "PETER PAN WEEK," for the picture will be shown simultaneously in 25 principal cities, from coast to coast.

Immediately following "PETER PAN WEEK" this picture will be shown as rapidly as possible in every other city and town in America. Therefore, wherever, of your location, the proposition is one for your consideration.

A series of specially priced PETER PAN DRESSES is now being placed to help you increase your dress expenditure and add a touch of distinction to your wardrobe. These will be sold at special prices during the week of the picture.

The actual designing of the garments will not take place until shortly before the release of the picture, at which time our staff of designers will originate the very latest creation.

We are now having illustrated special window cards designed by the art Department of the Famous Players, which will include pictures of some of the best PETER PAN DRESSES beautifully grouped. We will also provide special newspaper ads.

With the assistance of the staff of Advertising Experts of the Famous Players, there are being created several lines of a co-ordinating nature, between head dresses and shoes, including coats, newspaper publicity, material for house-to-house distribution, etc. We cannot too strongly recommend heartily co-operation between your store and the local branch that is to show "PETER PAN".

In the near future we will furnish you an outline of these "Sketches" which can be given to the dressmaker to make. For example—the choice of any material that you and the store manager may arrange, we will present a PETER PAN DRESS as a prize. This of course, can be supplemented with whatever other prizes the manager will contribute and explain you might care to offer.

This proposition is not one of an experimental nature. Recently when the Paramount Production "THE BURNING BIRD" was shown, merchants over the entire country reaped a harvest of increased profits by co-operating with the Famous Players-Lasky Corporation. You have seen a better opportunity on "PETER PAN," as this is a much bigger story and the showing of the PETER PAN PICTURE will be an epoch making event. It is up to you to take advantage of it.

Start now by using the exhibitor who shows Paramount Pictures. He will tell you the best time to show it. He will tell you the best time to show it. He will tell you the best time to show it.

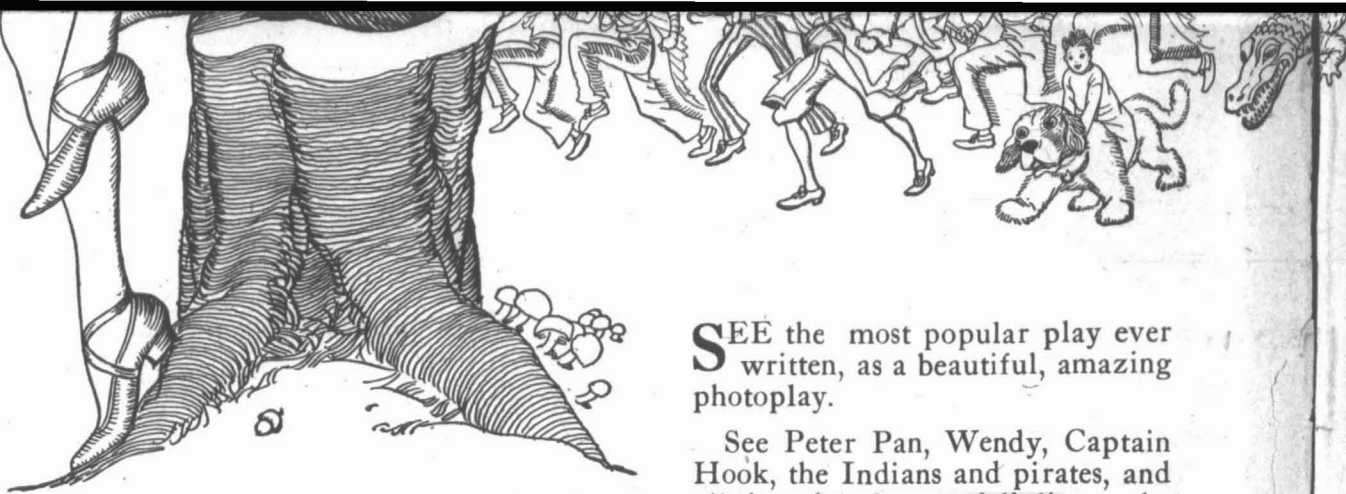
We can only operate with one store in a town, and we would like your store to be the one to feature PETER PAN DRESSES.

Please let us hear from you not later than October 10th, as otherwise we will be obliged to offer the proposition to another merchant in your city.

DO NOT LET THIS OPPORTUNITY PASS. ACT NOW.

PETER PAN DRESSES CO.
"PETER PAN"
Sir James M. Barrie's Famous Story
If it's a Paramount Picture, it's the best show in town.





With Betty Bronson, Ernest Torrence, Cyril Chadwick,
Esther Ralston, Mary Brian and many others.

SEE the most popular play ever
written, as a beautiful, amazing
photoplay.

See Peter Pan, Wendy, Captain
Hook, the Indians and pirates, and
all the other famous folk live to the
life the whole gorgeous spectacle.

You'll remember it forever!

Screen play by
Willis Goldbeck

Four-column Newspaper Advertisement 4A

Hook Up with Your Merchants and

The Peter Pan Co.—Manufacturers of Peter Pan



PETER PAN

an unusual advertising and selling
without cost to you—a great tie-up that

10,000,000 People

Attend the Movies — We Show You

Here's How!

STARTING December 28, 1933, the Famous Players-Lasky Corporation will present the Paramount Picture "PETER PAN" in every town in America.

"Peter Pan" adapted from the immortal story and play by Sir James M. Barrie. You know and like every one of these folk, and to show them, and you know, that Peter Pan is the most wonderful character in the world.

We are working hand in hand with the Division of Exploitation of Famous Players-Lasky, and in this connection, we are offering you a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

Peter Pan Week
PETER PAN WEEK is a week and a day that has been arranged for by the producers of "PETER PAN" and will run during the week that "PETER PAN" plays in your town.

PETER PAN WEEK will be put over on a big, national scale by the following manufacturers of PETER PAN products for their combined 10,000 dealers:

Famous Players-Lasky Corporation
Producers of "PETER PAN" the picture
The Peter Pan Company
Manufacturers of PETER PAN KID CLOTHES
The Peter Pan Dress Company
Manufacturers of PETER PAN DRESSES
S. J. Gump & Sons
Manufacturers of PETER PAN CRAVATS
Claret and Duff
Publishers of the Picture Edition of the novel "PETER PAN"

The Bulletin-Booth Company
Publishers of the new song "PETER PAN"

Each of the above concerns are providing their dealers with a special window display, and in this connection, we are offering you a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

Your Opportunity
Read on and you will see that this is a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

Every town in America is now offering you a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

Read on and you will see that this is a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

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LET YOUR
store!

Another Winning Window Card
for the picture.

PETER PAN

an unusual advertising and selling
without cost to you—a great tie-up that

10,000,000 People

Attend the Movies — We Show You

Here's How!

STARTING December 28, 1933, the Famous Players-Lasky Corporation will present the Paramount Picture "PETER PAN" in every town in America.

"Peter Pan" adapted from the immortal story and play by Sir James M. Barrie. You know and like every one of these folk, and to show them, and you know, that Peter Pan is the most wonderful character in the world.

We are working hand in hand with the Division of Exploitation of Famous Players-Lasky, and in this connection, we are offering you a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

Peter Pan Week
PETER PAN WEEK is a week and a day that has been arranged for by the producers of "PETER PAN" and will run during the week that "PETER PAN" plays in your town.

PETER PAN WEEK will be put over on a big, national scale by the following manufacturers of PETER PAN products for their combined 10,000 dealers:

Famous Players-Lasky Corporation
Producers of "PETER PAN" the picture
The Peter Pan Company
Manufacturers of PETER PAN KID CLOTHES
The Peter Pan Dress Company
Manufacturers of PETER PAN DRESSES
S. J. Gump & Sons
Manufacturers of PETER PAN CRAVATS
Claret and Duff
Publishers of the Picture Edition of the novel "PETER PAN"

The Bulletin-Booth Company
Publishers of the new song "PETER PAN"

Each of the above concerns are providing their dealers with a special window display, and in this connection, we are offering you a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

Your Opportunity
Read on and you will see that this is a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

Every town in America is now offering you a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

Read on and you will see that this is a great tie-up that will help you to sell more Peter Pan Kid Clothes during the run of the picture.

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"PETER PAN"

Kid Clothes Tie-up

Paramount has arranged big nation-wide tie-up with manufacturers of Peter Pan Kid Clothes. Here is sample material. Going to

20,000 dealers.

(Upper left) 4-page broadside showing all tie-up material.

(Upper right) 1, 2, 3, and 4-column ad mats provided all dealers. Also window cards in six colors.

(Left) Announcement to dealers.

(Right) Colored slide.

(Below) Rotogravure window card.

In addition: Souvenir whistles and Peter Pan suits as prizes.

The Peter Pan Co.

KID CLOTHES

1000 N. 10TH STREET
NEW YORK

TRADE MARK

Paramount

Pictures

Here Is Good News

On December 28th, the Famous Players-Lasky Corporation will present the Paramount Picture "PETER PAN" from the immortal story by Sir James M. Barrie. This unprecedented showing New York's Week will be widely exploited by Famous Players in PETER PAN Week.

Immediately following, this big picture will be shown as rapidly as possible in every town in America, no matter where you are situated, you will be able to see it to it to all most PETER PAN KID CLOTHES than ever before.

We are working hand in hand with the Division of Exploitation of the Paramount producers and we cannot too strongly recommend heavy cooperation between and the local theatre that is to play "PETER PAN".

As usual, we are going to do our share in helping you cash in on this opportunity now having lithographed special window cards designed by the wonderful Art I of Famous Players. We will also provide special newspaper cuts and package it.

A great advantage we will have in this campaign is the assistance of the staff of Exploitation Representatives. These men are all high powered advertising experts create unusual ideas of a cooperative nature between store and theatre, include newspaper publicity, material for house to house distribution, etc.

We will send you a broadside in the near future outlining various "stunts" the arrange with the theatre, photos of suggested window display, samples of ads, etc. center that you and the theatre manager effect, we will give you PETER PAN prior, which can be supplemented with whatever tickets the theatre owner will anything you would care to give.

When the Paramount Picture "The Hanging Tree" was recently being shown, all our theatres showed up on special sides of Hanging Tree History. You have better opportunity on PETER PAN. It is up to you to take advantage of it by bringing the exhibitor who shows Paramount Pictures. He will tell you the best time as if he hasn't them. And let us answer any questions that either in mind.

THE PETER PAN COMPANY

"PETER PAN"

Sir James M. Barrie's Immortal Story

Paramount Pictures

If it's a Paramount Picture it's the best show in town.

Kir Wain now playing in the Paramount Picture

Peter Pan always wears Peter Pan Suits

PETER PAN

KID CLOTHES

are on display in our Boys Department

This Is The Book

from which
the
Feature Photoplay
was made

Read It!

Now 75¢

Illustrated

Photoplay edition of the novel, "Peter Pan," published by Grosset & Dunlap to sell for 75 cents. Good for bookstore, department store, drugstore, etc. tie-ups.

The story close to the heart of young and old is now a heart-gladdening picture.

An elaborate, masterful production by the screen's greatest director of fantasy.

Imagine—
Peter Pan flying over the housetops;

Pan and the children sailing on a wisp of cloud;

The gorgeous spectacle of the Never, Never Land;

The battle between the Indians and the pirates;

The fight between the pirates and Pan's young army.

And all the other precious scenes amazingly, beautifully filmed.

"Peter Pan" will stir golden memories and bring back your youth.

The story of every child's dreams and every mother's love.

You'll laugh to its sweet, wholesome humor—

A HERBERT BRENON
PRODUCTION
ROY POMEROY
WILLIS GOLDBECK
A Paramount Picture

Colored Window Card

You'll throb to its rich, human sentiment—

You'll thrill to its pictorial beauty and amazing effects.

"Peter Pan" takes you on a delightful flight of fantasy to a land of boundless joy.

Come, let Peter Pan take you from the workaday world to a fairyland of dreams.

The picturization of Barrie's best loved classic surpasses filmland's best in imaginative beauty, elaborateness and remarkable effects.

Stageland's masterpiece is now screenland's masterpiece.

Screen play by
Willis Goldbeck

ants and Clean Up with "PETER PAN"

BETTY BRONSON (PETER PAN)
HERSELF WEARING PETER PAN DRESSES
ORIGINALS MADE FOR HER

PETER PAN DRESSES FOR MISS AND LADY

A MYTHICAL LAD IS PETER PAN BUT 'TIS OFTEN SAID HE PROPOSES LOVE & GOOD WISHES TO ALL THE GIRLS WHO ARE WEARING PETER PAN DRESSES



Peter Pan Dress made originally for Betty Bronson featured in "Peter Pan"

See the -
Paramount Picture "Peter Pan"



Betty Bronson, star of "Peter Pan," wearing Peter Pan Dress. Dealers will receive cards showing Betty in three different styles of dresses.
(Upper right) Announcement sent to 10,000 Dealers.

Plan, Paramount (1911)
PETER PAN DRESS
YOUTHFUL STYLES AT POPULAR PRICES
YOUR STORE AND LADY
50-51 WEST 58TH STREET
New York, N.Y. 26, 1924

A MESSAGE WORTH READING.

During the week of New Year 1925, the Famous Players-Lasky Corporation will present the Paramount Picture "PETER PAN" from the immortal story by Sir James M. Barrie. The week will be nationally observed as "PETER PAN WEEK," for the picture will be shown simultaneously in 150 principal cities, from coast to coast.

Immediately following "PETER PAN WEEK" this picture will be shown as rapidly as possible in every other city and town in America. Therefore, if you location, this proposition is one for your consideration.

A new group of quality priced PETER PAN DRESSES is now being planned to help you increase your store department sales during a period when that department is usually quiet. You will make an important profit during "PETER PAN WEEK."

The actual designing of the garments will not take place until shortly before the release of the picture, at which time our staff of designers will originate the very latest creations.

We are now having illustrated special window cards designed by the art Department of the Famous Players, which will include pictures of some of the best PETER PAN DRESSES beautifully grouped. We will also provide special newspaper cut.

With the assistance of the staff of Advertising Experts of the Famous Players, there are being created several series of 4-column window cards featuring best known and beautiful, exclusive, newspaper quality, material for house-to-house distribution, etc. We cannot too strongly recommend these series to your store and the local theatre that is to show "PETER PAN."

In the near future we will furnish you an outline of these "plans" which can be gone into in detail with your local theatre. For example—on the release of any picture that you and the theatre manager may arrange, we will present a PETER PAN DRESS as a prize. This of course, can be supplemented with whatever details the manager will contribute and anything you might care to offer.

This proposition is not one of an experimental nature. Recently when the Paramount Picture "THIS KIDNAPING BUSINESS" was shown, merchants over the entire country mailed a harvest of unsolicited profits by co-operating with the Famous Players-Lasky Corporation. You have PETER PAN PICTURE—do it in an equally winning event. It is up to you to take advantage of it.

Start now by noting the exhibitor who shows Paramount Pictures. He will tell you the best date later on as it has not been set yet. And let us answer any question that either of you may have in mind.

We can only operate with one store in a town, and we would like your store to be the one to feature PETER PAN DRESSES.

Please let us hear from you not later than October 15th, as otherwise we will be obliged to offer the proposition to another merchant in your city.

DO NOT LET THIS OPPORTUNITY PASS. ACT NOW.

PETER PAN DRESS CO.
"PETER PAN"
Sir James M. Barrie's Immortal Story

If it's a Paramount Picture, it's the best show in town.

A MYTHICAL LAD IS PETER PAN BUT 'TIS OFTEN SAID HE PROPOSES LOVE & GOOD WISHES TO ALL THE GIRLS WHO ARE WEARING PETER PAN DRESSES



BETTY BRONSON (PETER PAN)
HERSELF WEARING PETER PAN DRESSES
ORIGINALS MADE FOR HER

PETER PAN DRESSES FOR MISS AND LADY

See the Paramount Picture "Peter Pan"

"PETER PAN"

Dress Tie-up

Another nation-wide "Peter Pan" tie-up has been arranged with manufacturers of the famous Peter Pan Dress. Four-page broadsides similar to that on Kid Clothes will be sent to dealers. Other material for this tie-up:

(Left) 2, 3, and 4-column ad mats.

(Right) Rotogravure window card.

In addition: Colored slide of Betty Bronson. Peter Pan Dress as prize in any contest you arrange with local dealer.

PETER PAN DRESSES
MISS AND LADY
A MYTHICAL LAD IS PETER PAN BUT 'TIS OFTEN SAID HE PROPOSES LOVE & GOOD WISHES TO ALL THE GIRLS WHO ARE WEARING PETER PAN DRESSES





BETTY BRONSON (PETER PAN)
HERSELF WEARING PETER PAN DRESSES
ORIGINALS MADE FOR HER

Song Tie-up

Popular song, "Peter Pan," Sheet music published by Robbins - Engel, Inc. Tie up with local music stores. Play at your theatre prior to and during showing.

A MYTHICAL LAD IS PETER PAN BUT 'TIS OFTEN SAID HE PROPOSES LOVE & GOOD WISHES TO ALL THE GIRLS WHO ARE WEARING PETER PAN DRESSES



Peter Pan Dress made originally for Betty Bronson featured in "Peter Pan"

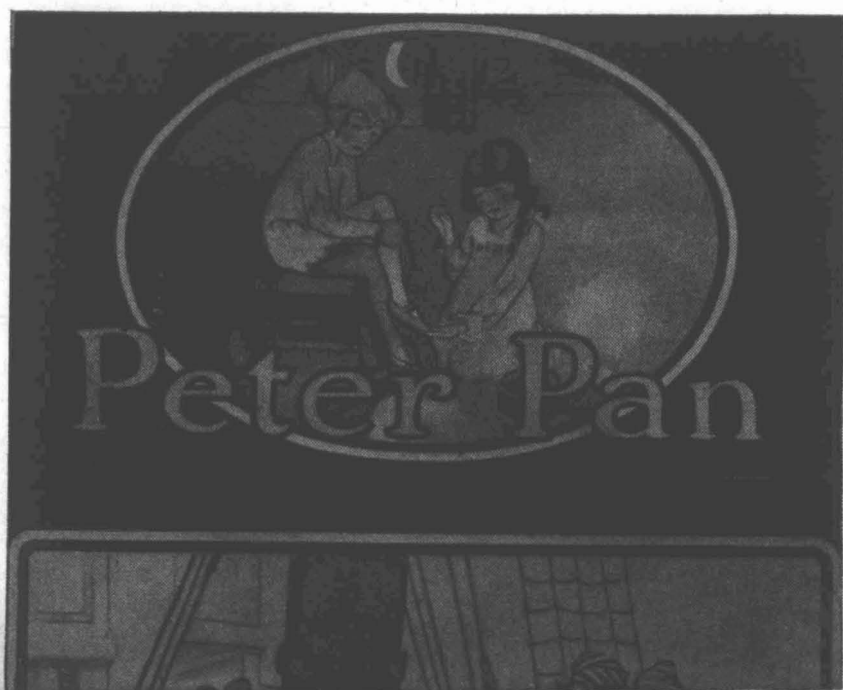
PETER PAN DRESSES FOR MISS AND LADY

See the Paramount Picture "PETER PAN"

PETER PAN

by MEL SHAUER

High Class Herald in Four Colors



Paramount has offered you many attractive heralds in the past, but never anything to equal the "Peter Pan" herald in beauty and selling power.

The cut on the left illustrates the cover, the upper portion of which folds back as a flap. Actual size.

The original is beautifully printed in four gentle, artistic tones.

Inside pages contain excellent selling talk, abundantly illustrated.

Plenty of space for theatre name, dates, etc.

A thousand for only \$5.00.

Samples at all exchanges.

"PETER PAN"—the MONEY Picture!

Paramount has arranged the greatest group of tie-ups ever seen.

This Page To Appear Just Prior To Theatre Exhibition of the Paramount Picture "Peter Pan"

It's PETER PAN WEEK in (Name of town here)
and all these offerings are Paramount

PETER PAN KID CLOTHES

The best and the prettiest—
The Newest Presentation of these Famous Suits by the...
Don't confuse these suits with the ordinary sort. They are truly tailored—a very good suit at a surprisingly low price.
—Peter Pan Kid Clothes are guaranteed by the manufacturer to give you absolute satisfaction, or a new suit at 50% off.

Dealer's Name and Address Here

PETER PAN

James M. Barrie's
"PETER PAN"
Produced by
HERBERT BRENON
Directed by
BOY PONDROY
Starring
MILLS BOON
et al.

Theatre Copy Here

NAME OF THEATRE

Have You Heard "PETER PAN"?
The Song For Grownups & Children
EASY TO LEARN—EASY TO FORGET
SEE THE PICTURE—HEAR THE SONG!
WE OFFER
(DEALERS NAME HERE)
to show the film, to have the song in music—SHEET MUSIC, RECORDS & ROLLS

PETER PAN DRESSES

See the Paramount Picture **PETER PAN**

CHARMING TAILORED FINE TWILL DRESS with Fur Trimmed, Detachable Cape which can be worn open or closed over the neck. The silk lined full skirt and waist are both trimmed with very effective imported two-toned silk brocade.

Color—Navy, Brown, Grey—\$14, \$15, \$16.

Additional Store Copy

DEALER'S NAME

Read "Peter Pan"

This is the complete story of the adventures of Peter Pan, as told in the original book by J. M. Barrie. It is a beautiful, well-illustrated story.

WHEN THE PARAMOUNT PHOTOPLAY WRITERS OF J. M. BARRIE'S IMMORTAL STORY

PETER PAN

DESIGNED PERFECT HARMONY

Peter Pan Cravat

If Peter Pan were a well-dressed man instead of a mythical lad, today he'd be wearing a Peter Pan cravat.

Peter Pan Week

Colors

mount has offered you attractive heralds in the at never anything to equal "eter Pan" herald in beauty ling power.

cut on the left illustrates the upper portion of folds back as a flap. Ac-

iginal is beautiful

l in four gentle, artistic

de pages contain excellent talk, abundantly illus-

nty of space for the theatre dates, etc.

housand for only \$5.00.

mples at all exchanges.

NEY Picture!
tie-ups ever seen.

ter Pan

Week

The Masterpiece



PETER PAN

BY J. M. BARRIE

HERBERT BRENON PRODUCTION

PRESENTED BY ADOLPH ZUKOR & JESSE L. LASKY

ASSISTED BY ROY POMEROY



THE screen event of the season. The long-awaited picturization of J. M. Barrie's classic. With Barrie's own choice as "Pan."

One-column Press Ad 1A

SPECIAL!

"Peter Pan" novelty lapel buttons. Great for school tie-ups, kiddie clubs, etc. \$7.50 per 1,000.

Screen Scrapbook



Betty Bronson

"PETER PAN"

A Paramount Picture

Four-Page Roto Magazine

Above is the striking cover of the four-page Roto Magazine on "Peter Pan." Actual size is 11 x 17 inches.

This is a de luxe article with the same artistic flavor and fan-appeal as the roto on "Monsieur Beaucaire."

See a sample at your exchange and ask your local Ad Sales Manager to explain how you can easily convert the back page into a dividend-paying proposition. Hundreds of exhibitors are successfully doing it.

Only \$7.50 per 1,000. Can you afford to pass it up?



Midget Cut 1MA



Midget Cut 1MC



Midget Cut 1MB

MIDGETS

Useful for programs or as teaser ads. Each 15c.



Betty Bronson
in J. M. Barrie's "Peter Pan"
A Paramount Picture

Production Mat 1PB



Forest Torrence in



Inside pages contain excellent selling talk, abundantly illustrated.

Plenty of space for the theatre name, dates, etc.

A thousand for only \$5.00.

Samples at all exchanges.

"PETER PAN"-the MONEY Picture!

Paramount has arranged the greatest group of tie-ups ever seen.

This Page To Appear Just Prior To Theatre Exhibition of the Paramount Picture "Peter Pan"

It's **PETER PAN WEEK** in (Name of town here)
and all these offerings are Paramount



PETER PAN KIDS' CLOTHES

The latest and the greatest of the Famous Suit by the... more and the experience of PETER PAN in Paramount Pictures will give Mothers an idea of the importance of these suits with... Peter Pan Kids' Clothes are featured in a variety of styles—each an individual creation within a set.

Paramount Peter Pan Week gives us an opportunity to bring these marvelous suits home to you at a special price of \$5.

Don't confuse these suits with the mediocre sort. They are truly unique—a very good suit at a surprisingly low price.

—Peter Pan Kids' Clothes are guaranteed by the manufacturer to give you absolute satisfaction or a new suit in return.

Dealer's Name and Address Here



PETER PAN DRESSES

See the Paramount Picture PETER PAN

CHARMING TAILORED FINE TWILL DRESS with Fur Trimmed, Detachable Cape which can be worn open or closed over the suit. The silk lined ball dress and waist are both adorned with very effective imported two-toned silk brocade.

Colors—Navy, Brown.

Size—14, 16, 18, 20.

Price—\$10.00.

Additional Store Copy

DEALER'S NAME



Read "Peter Pan"

(Store Copy Here)

Dealer's Name



Peter Pan

When the Paramount Photoplay Writers of J.M. Barrie's IMMORTAL STORY

PETER PAN

DESIRED PERFECT HARMONY WITH THEIR SUBJECT—THEY USED

Peter Pan

THE ONLY OTHER FAMOUS TIE-UP REQUIRES AN ADVERTISING BUDGET OF \$100,000

YOU WILL ENJOY BOTH THE PICTURE AND THE PEN

DEALER'S NAME AND ADDRESS HERE



PETER PAN DRESSES

See the Paramount Picture PETER PAN

CHARMING TAILORED FINE TWILL DRESS with Fur Trimmed, Detachable Cape which can be worn open or closed over the suit. The silk lined ball dress and waist are both adorned with very effective imported two-toned silk brocade.

Colors—Navy, Brown.

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DEALER'S NAME



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PETER PAN

DESIRED PERFECT HARMONY WITH THEIR SUBJECT—THEY USED

Peter Pan

THE ONLY OTHER FAMOUS TIE-UP REQUIRES AN ADVERTISING BUDGET OF \$100,000

YOU WILL ENJOY BOTH THE PICTURE AND THE PEN

DEALER'S NAME AND ADDRESS HERE



Special one-sheet poster (blue, yellow, white) for theatre and dealers for Peter Pan Week in your town. On sale at cost at Paramount exchanges. Being up your town. Manufacturers are sending to dealers for windows and billboards.

Specimen newspaper tie-up page showing ads of six big national manufacturers who have hooked in with "Peter Pan." Manufacturers are sending copies to thousands of dealers and supplying cuts. Paramount is mailing to every newspaper in America.



Twenty four-sheet and a few others of the extra high class posters on "Peter Pan."



Herald on "Peter Pan." Four illustrations by famous artist. A sample space and other matter.

of space for the theatre
es, etc.

sand for only \$5.00.

s at all exchanges.

long-awaited picturization of J. M. Barrie's classic. With Barrie's own choice as "Pan."

One-column Press Ad 1A

SPECIAL!

"Peter Pan" novelty lapel buttons. Great for school tie-ups, kiddie clubs, etc. \$7.50 per 1,000.

Four-Page Roto Magazine

Above is the striking cover of the four-page Roto Magazine on "Peter Pan." Actual size is 11 x 17 inches.

This is a de luxe article with the same artistic flavor and fan-appeal as the roto on "Monsieur Beaucaire."

See a sample at your exchange and ask your local Ad Sales Manager to explain how you can easily convert the back page into a dividend-paying proposition. Hundreds of exhibitors are successfully doing it.

Only \$7.50 per 1,000. Can you afford to pass it up?



Midget Cut 1MA



Midget Cut 1MC



Midget Cut 1MB

MIDGETS
Useful for programs or as teaser ads. Each 15c.



Betty Bronson
in J.M. Barrie's "Peter Pan"
A Paramount Picture

Production Mat 1PB



Betty Bronson and Ernest Torrence in the Herbert Brenon Production of J.M. Barrie's "Peter Pan" A Paramount Picture

Two-column Production Mat 2P



Ernest Torrence in
J.M. Barrie's "Peter Pan"
A Paramount Picture

Production Mat 1PA



Betty Bronson and the pirates in the Herbert Brenon Production of J.M. Barrie's "Peter Pan" A Paramount Picture

Three-column Production Mat 3P

This Page To Appear Just Prior To Theatre Exhibition

It's PETER PAN WEEK

and all these offerings



If Peter Pan were a regular kid
Like Tommy or Bill or Pete,
He'd romp all day in a Peter
Pan suit
And still look prim and neat.



PETER PAN KIDS' CLOTHES

The Suit with the guarantee tag.

The Newest Presentation of these Famous Suits
by the . . . store and the exploitation of PETER
PAN in Paramount Pictures will give Mothers
an idea of the importance of these smart suits.

—Peter Pan Kids' Clothes are featured in a variety
of styles—each an individual creation within it-
self.

Paramount Peter Pan Week

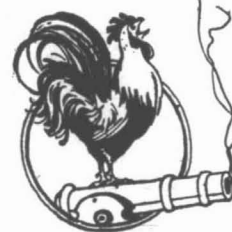
gives us an opportunity to bring these marvelous
suits home to you at a special price of \$

—Don't confuse these suits with the mediocre sort.
They are finely tailored—a very good suit at a
surprisingly low price.

—Peter Pan Kids' Clothes are guaranteed by the
manufacturers to give you absolute satisfaction,
or a new one in return.

**Dealer's Name and
Address Here**

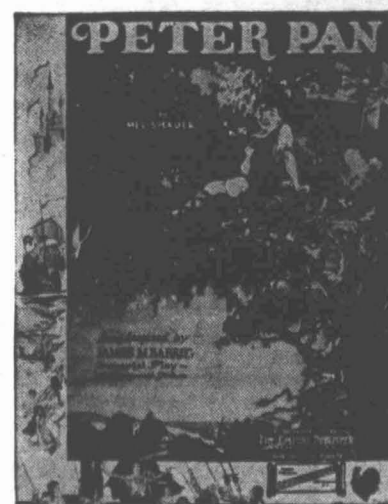
Read "Peter Pan"



**Theatre
Copy
Here**



NAME OF THE



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ADOLPH ZUKOR &
James
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theatre Exhibition of the Paramount Picture "Peter Pan"

AN WEEK in (Name of town here)

offerings are Paramount

ADOLPH ZUKOR & JESSE L. LASKY PRESENT

James M. Barrie's

"PETER PAN"

HERBERT
BRENON
Production

ASSISTED BY
ROY POMEROY

Adapted by
WILLIS GOLDBECK

A Paramount Picture



A mythical lad is Peter Pan
But 'tis often said he professes
Love and good wishes to all the girls
Who are wearing Peter Pan Dresses



This strikingly original
and exclusive model and
other Peter Pan Dresses in
the latest mode of silk and
cloth at popular prices.

Peter Pan Dress
made originally
for
Betty Bronson
featured in
"Peter Pan"

PETER PAN DRESSES

FOR MISS AND LADY

See the Paramount Picture "PETER PAN"

CHARMING TAILORED FINE TWILL
DRESS with Fur Trimmed, Detachable
Cape which can be worn open or closed over the
neck. The silk lined bell sleeves and waist are both
trimmed with very effective imported two-toned
silk braid.

Colors—Navy, Brown.

Sizes—14, 16, 18, 20.

Price....

Additional
Store
Copy

DEALER'S NAME

Have You Heard

"PETER PAN"?

The Song For Grownups & Children

EASY TO LEARN — HARD TO FORGET
SEE THE PICTURE — HEAR THE SONG!

WE HAVE IT

(DEALERS NAME HERE)

is always the first to have the latest in
music—SHEET MUSIC, RECORDS & ROLLS



See the
Paramount Picture
"PETER PAN"

PETER PAN KIDS' CLOTHES

The Suit with the guarantee tag.

The Newest Presentation of these Famous Suits by the . . . store and the exploitation of PETER PAN in Paramount Pictures will give Mothers an idea of the importance of these smart suits.

—Peter Pan Kids' Clothes are featured in a variety of styles—each an individual creation within itself.

Paramount Peter Pan Week

gives us an opportunity to bring these marvelous suits home to you at a special price of \$

—Don't confuse these suits with the mediocre sort. They are finely tailored—a very good suit at a surprisingly low price.

—Peter Pan Kids' Clothes are guaranteed by the manufacturers to give you absolute satisfaction, or a new one in return.

**Dealer's Name and
Address Here**

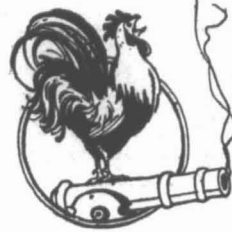
Read "Peter Pan"



This is the authorized complete story by J. M. Barrie on which the Paramount Picture is based. It is handsomely bound, with illustrations from the photoplay. Everyone will want to read and own this book. It's a Grosset & Dunlap 75c Book.

(Store Copy Here)

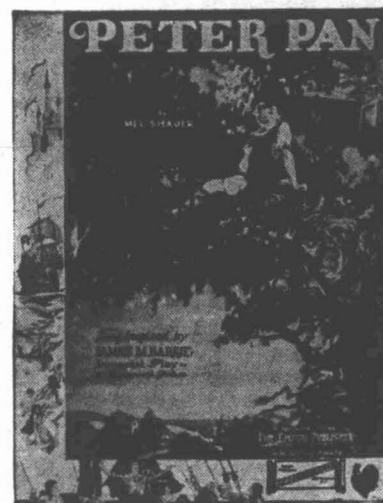
Dealer's Name



**Theatre
Copy
Here**



NAME Or THE



Have You
PETER
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EASY HE PICTURE—H
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is alv SHEET MUSIC, I
music-

When the *Paramount* OF
PHOTOPLAY WRITERS
J.M. BARRIE'S IMMORTAL

PETER PAN

DESIRED PERFECT HARMONY
WITH THEIR SUBJECT
THEY USED

Peter Pan

THE BIGGEST LITTLE PERFECT WRITING FOUNTAIN
ABSOLUTELY INDESTRUCTIBLE—

YOU WILL ENJOY BOTH
THE PICTURE AND THE PEN

Adapted by
WILLIS GOLDBECK
A Paramount Picture



for
Betty Bronson
featured in
"Peter Pan"

PETER PAN DRESSES

FOR MISS AND LADY

See the *Paramount Picture* "PETER PAN"

CHARMING TAILORED FINE TWILL DRESS with Fur Trimmed, Detachable Cape which can be worn open or closed over the neck. The silk lined bell sleeves and waist are both trimmed with very effective imported two-toned silk braid.

Colors—Navy, Brown.

Sizes—14, 16, 18, 20.

Price....

Additional
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DEALER'S NAME

Have You Heard

"PETER PAN"?

The Song For Grownups & Children

TO LEARN—HARD TO FORGET
EASY TO REMEMBER—HEAR THE SONG!
SEE THE PICTURE—HEAR THE SONG!

WE HAVE IT

(DEALERS NAME HERE)

is always the first to have the latest in
SHEET MUSIC, RECORDS & ROLLS



DEALERS NAME
OR NAMES and
PRICES HERE

Peter Pan Cravat

If Peter Pan were a
well dressed man
Instead of a mythical
lad
Today he'd be wearing
a Peter Pan tie
Like sonny, brother
and dad

\$ 1.00

in 18 exclusive
colorful
combinations



See the *Paramount Picture* "Peter Pan"

Originated & Manufactured Solely By J. I. Gumpert & Sons, New York

Dealer's Name

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